

Social Media Policy

Adopted by the Belvedere-Tiburon Library Agency on November 19, 2012

Purpose

The purpose of the Belvedere-Tiburon Library's Social Media Policy is to advance the Library's mission to encourage, support, and provide access to knowledge, information, and ideas by promoting Library resources and programs in a variety of formats. The use of Social Media provides an important enhancement to communication, collaboration and information exchange between Belvedere-Tiburon Library staff, library users and the community. The Belvedere-Tiburon Library Agency and library administration oversee all aspects of library operations, including Social Media.

Goals

Our goal is to use social networking tools to connect with and inform current or potential patrons of services and resources available through the Library. Social networking sites will be used to market events, programs, and Library resources. Social media use by libraries can provide streamlined, cost-effective marketing and outreach, as well as foster a sense of community between the Library and its users.

Library social networking tools also provide a public forum to facilitate the sharing of ideas, opinions and information about Library-related subjects and issues. Library social networking is intended to create a welcoming and inviting online space where Library users will find useful and entertaining information and can interact with library staff and other library users.

Process

All use of social media will be consistent with the Library's mission statement and goals. Social media moderator(s) will be appointed by the Belvedere-Tiburon Library Director to manage the Library's accounts and ensure that content is appropriate and consistent with stated goals.

Designated moderator(s) shall:

- Be a Belvedere-Tiburon Library employee(s)
- Be thoroughly conversant with all Belvedere-Tiburon Library policies
- Understand responsibility for interacting on behalf of the organization
- Be appropriately knowledgeable of social media software tools
- Maintain and update the social media sites on a regular basis to maintain currency, and to respond to inquiries as appropriate
- When questions arise regarding removal of content, the matter will be referred to the BTL Director or designee for a final decision

Public Posts and Comments

The Belvedere Tiburon Library encourages interaction with the community through the Library's social media sites, with the awareness that information posted using social media sites may be recalled as a public record. Information posted using social media is stored only by system service providers. The Library's policy is not to retain social media content.

An original post is content written by a public user or staff member on BTL social media sites. A comment is a response, by a public user, to an original post. All users can add posts or comments, but all content will be moderated by Belvedere-Tiburon Library social media moderators and administrators with the following guidelines:

- Commentary, opinion, and reaction to posts are welcome, and are consistent with BTL's commitment to reaching out to its patrons.
- Comments posted to the BTL sites should be relevant to the topic under discussion or the Library's mission.
- Original posts should contain content that is original, copyright-free and relevant to the mission of the Library.
- Original posts should not promote interests outside of the scope of the Library's mission.
- Original posts for a user's own personal gain or self-promotion are considered inappropriate and will be removed.
- Comments and original posts must refrain from including personal views and opinions on such sensitive topics as politics, religion, etc.
- Links to related posts are acceptable, but posters must also contribute original content rather than reposting entire items from blogs or lists.
- Other unaccepted content includes (adapted with permission (3/7/07) from Computerworld's blog comments policy):
 - Potentially libelous comments
 - Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
 - Profane language or content
 - Conduct or encouragement of illegal activity
 - Sexual content or links to sexual content
 - Personal attacks, insults, or threatening language
 - Content that violates a legal ownership interest of any other party
 - Private or personal information published without consent
 - Comments substantially unrelated to the topic of the forum
 - Commercial promotions or spam
 - Hyperlinks to material that is not directly related to the discussion
 - Information that may compromise the safety or security of the public or public systems

The Belvedere-Tiburon Library reserves the right to remove a comment or original post at any time. After a warning for inappropriate comments or posts, the Belvedere-Tiburon Library reserves the right to permanently block a user from posting to the BTL Social Media sites.

Social Media Policy for Staff Members

Employees may choose to express themselves by posting personal information on Web sites, blogs, other social networking sites or chat rooms on the employee's own time. The library

values creativity and honors personal expression. However, an employee should demonstrate care if personal postings include the Library's name or other identifying information that leads others to conclude that the poster is associated with the library. Employees should not represent their statements in an online social networking community as reflective of official Library policy or position.

This policy will be updated as necessary to reflect changes in technology or the needs of the organization.