

Racine Public Library Social Media Policy

I. Purpose of the Social Media Policy

The Racine Public Library maintains a social media presence to engage with the community, promote Library events, and to increase awareness of and accessibility to its programs, resources and services in order to serve its mission. These social media outlets supported by the Racine Public Library are intended to assist in fulfilling our goals of connecting people with materials and information, as well as serving the informational, educational, recreational, and cultural needs of the community. Positive interaction with community members will be promoted on our social media to foster an atmosphere of education, learning and collaboration. Our social media accounts serve a digital face of the Library and should maintain the same level of customer service provided within our physical spaces. The Library's social media is permanent, retrievable, and public record. All submitted content to the Library's social media sites are subject to Wisconsin Public Records Law, records retention requirements, and may be subject to public disclosure.

This policy governs the use of social media in three areas: employee responsibilities, public responsibility and terms of use, and the publication of comments on social media.

Social media is defined as any online forum that allows users to share information. Social media may include, but is not limited to, blogging, instant messaging, social networking sites, wikis, posts, and community reviews.

II. Employee Responsibilities

When staff uses social media, behavior and content are not only a reflection of the staff member, but also of the Library. No Library employee may establish a work-related social media account without the authorization of the Executive Director. The Executive Director may delegate to the Head of Business Development, managers, and library staff to administer and provide content for the Library's social media accounts. Employees so designated are required to read and follow the Library's policy concerning social media. The Executive Director may revoke access to the social media accounts at any time.

Use of social media sites must be consistent with federal, state, and local laws, regulations, and policies, including records retention requirements. Employees shall not blur or combine their personal social media with the Library's social media. Employees cannot use the Library's social media for political purposes, to conduct private commercial transactions, or engage in private business activities. Usage of social media in violation of this policy may be grounds for disciplinary action up to and including termination.

III. Authorized Users are required to:

- Be respectful of individuals and communities
- Be polite and respectful of other opinions

- Adhere to each social media site's Terms of Use and seek to conform to each provider's terms of use and cultural and behavioral norms; and
- Respect copyright, privacy, financial disclosure, and applicable laws.

IV. Authorized Users shall be clear as to identify:

- Authorizes Users should use their actual names, not pseudonyms
- Authorized Users shall not assume privacy and only post information they are authorized to disclose; and
- Authorized Users shall use different passwords for different accounts for personal social media and Library's social media.

V. Public Responsibilities and Terms of Use

It is the responsibility of the users to stay informed regarding the Library's social media terms of use. By joining, utilizing, and/or posting on the Library's social media sites, you agree to comply with this policy, the Library's Internet Access and Wireless Network Policy, and the Rules of Behavior Policy.

The Library's social media is public record. Any content added to RPL's social media accounts will be considered the property of the Racine Public Library and will be archived by the Library outside each social media's platform:

- The Library has the right to reproduce, distribute, publish, display, edit, modify, delete and otherwise use for any purpose in any form on any media all comments, posts, or other materials submitted on the Library's social media accounts
- The Library reserves the right to temporarily suspend or terminate its social media accounts at any time; and
- Public comments expressed on this site do not necessarily reflect the opinions of the Racine Public Library or its officers and employees.

If a post violates any of the following rules, it will be removed from RPL's social media accounts:

- Content that is not topically related to the particular purpose, goal or statement on the site
- Content that uses profane language, or is sexually graphic, obscene or explicit
- Content that is abusive, threatening, hateful or intended to defame anyone or any organization
- Content that suggests or encourages illegal activity
- 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, gender identity or sexual orientation

- Content posted by a person whose profile picture, username, or email address contains any of the aforementioned prohibited conduct
- Post solicitations or advertisements of any commercial entity, product, or service other than those which are directly related to the Library, Library events, and community collaborations.
- Content attempting to defame or defraud any person or financial, commercial or governmental agency
- Content that compromises the safety and security of the public
- Content that violates any local, state or federal law; and
- Content that promotes political purposes, candidates or content associated with any candidates for elected office, political parties or ballot proposals.

Users who violate RPL's Terms of Use three times will be removed from the Library's social media accounts.

VI. Publication of comments on Social Media

By posting a comment you agree to indemnify the Racine Public Library and its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney fees) incurred by any of them which arise out of or are related to the content that you post.

The Library reserves the right (but is not obligated) to do any of the following:

- Hide from public view any of the prohibited commentary
- Ban people who are spamming or continuously ignoring the Social Media policy from the page or group; and
- Access, monitor, and read any submission on Library-sponsored social media accounts.

Additionally, the Library does not guarantee a response to all correspondence on social media. Those requesting immediate assistance must contact the Library via phone or email.

Approved by: RPL Board of Trustees

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Review Schedule: Annual

Next Review Date: June 2023