

# **Racine Public Library**

## **Social Media Policy**

### **I. Purpose of the Library's Social Media**

The Racine Public Library maintains a social media presence to engage with the community, to serve the community's informational needs, and to increase awareness of Library programs, resources, services and events in order to serve its mission. The Library's social profiles and content posted to them are permanent, retrievable public record. All content posted to the Library's social media profiles is subject to Wisconsin Public Records Law and records retention requirements and may be subject to public disclosure.

### **II. Definitions**

"Social media," for the purposes of this policy, references any online platform, website or application that allows users to share information. Social media may include, but is not limited to, social networking sites, media platforms with user-generated content, Wikis, chat servers, reviews and blogs.

"Social media profiles," "Library profiles" or "profiles" refer to any profile, account or page the library makes on a social media platform.

"Social media managers" or "managers" refer to any library employee who has been authorized to administrate, post to or engage the public through a Library profile.

"Users" refer to members of the public who interact with the library's social media profiles and content, including but not limited to following, commenting, sharing or reacting.

"User content" refers to any text, images, videos or other media that users publicly post to or about the Library's social media profiles or content, including but not limited to posts on a Library profile, comments on and shares of the library's content, reviews, and video reactions.

"User interactions" refer to any action a user takes on a Library profile, including but not limited to user content as well as private or direct messages, follows and subscriptions, or likes and reactions to Library posts and comments.

"Library content" refers to any text, images, videos or other media that Library managers post through the Library's social media profiles, including but not limited to posts, comments and direct messages.

### **III. Employee Responsibilities**

Library social media profiles serve as a digital face of the Library. Social media interactions that employees hold on the Library's profiles or about the Library are a reflection of not just the individuals involved, but of the Library as a whole.

Social media managers and Library profiles must be authorized by the Executive Director or Head of Business Development, who may change or remove managers at any time. The Executive Director or Head of Business Development also may remove profiles, after first archiving their contents to ensure compliance with public records requirements. The Head of Business Development will work with social media managers to facilitate a consistent, high quality, helpful social media presence which supports the Library's mission. The Executive Director or Head of Business Development will make the final determination on any questions about what content or activity is appropriate for Library profiles.

Social media managers are expected to:

- Read and follow the social media policy and any related procedures or guidelines.
- Strive through their activity on the Library's profiles to cultivate an environment of respectful learning and collaboration.
- Engage users and communities with the same level of respect and customer service that is expected of in-person interactions.
- Share only public or authorized information on the Library's profiles.
- Adhere to each social media platform's Terms of Use.
- Follow all federal, state, and local laws, regulations, and policies, including records retention requirements and copyright and privacy laws.
- Keep personal and work social media activity separate. When personal credentials are required to manage a business profile, managers should take care to use the Library's profile only for its intended purpose.

Social media managers may not use the Library's profiles for:

- Political purposes
- Commercial transactions or business activities unrelated to the Library's work
- Personal activity

Noting employment at the Library does not make an employee a social media manager or representative of the library, or make their profile a Library account. However, social media profiles and content that reference the Library are subject to the section below on What Users Can Expect, and What the Library Expects of Users. Any employee who chooses to reference the Library as their employer in their personal social media profiles is entitled to use social media on their own time, according to their own interests, without being monitored by their employer or being held to the professionalism they would maintain at work. However, the Library does

expect these employees to maintain a respectful presence when their online activity is connected to the Library, in order to support the Library's positive, constructive online presence.

#### **IV. What Users Can Expect, and What the Library Expects of Users**

Users of the Library's social media profiles are expected to follow the Library's policies, including this policy, the Library's Internet Access and Wireless Network Policy, Rules and Regulations, and the Commitment to Excellence for All Policy.

The Library's social media is public record. Any content posted to the Library's social media accounts shall be archived by the Library.

In addition, the Library may save or share user content and interactions for marketing, improving user experience or other purposes.

- The Library reserves the right to hide its social media profiles and content at any time.
- The Library may remove profiles, after first archiving their contents to ensure compliance with public records requirements.

The Library reserves the right to moderate user interactions to cultivate a respectful, educational, collaborative community environment by hiding messages, reminding users of its social media policy, or taking any other actions its social media managers deem appropriate. While it's not possible to comprehensively define appropriate engagement in every situation, the following types of user content are not protected by the First Amendment and may be subject to moderation: that is not protected by the First Amendment may be hidden:

- Copyright violations;
- Obscenity or pornography;  
Defamatory or libelous comments;
- Content that discriminates against or disparages any protected class, including, but not limited to, any ethnic, racial, age, or religious group, gender, sexual orientation or disability status;
- Imminent or true threats against the library, library staff or other users; or
- Content that violates any local, state or federal law.

Although the Library strives to offer a respectful, educational, collaborative user experience through its profiles, it does not take responsibility for user interactions or content. User content and interactions do not represent the opinions of the Library, its employees or its trustees. In addition, the Library does not guarantee a response to every social media comment or message. For any questions that require immediate assistance, please contact the Library by phone or email.

Approved by: RPL Board of Trustees

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