

SOCIAL MEDIA POLICY

LP13 | REVISION 1 | REVISED 07/17/2023

I. Purpose

- A. This policy governs employee use of the Lodi Public Library social media accounts and how public posts to the Library social media accounts are monitored and moderated by the Library.
- B. In this policy, “social media” refers to online or mobile social networking or social sharing platforms open to the public.
- C. The Library’s social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints; the Library’s social media accounts are strictly limited forums, and all users must comply with the terms of use put forth in this policy.

II. Library Use of Social Media

- A. The Library utilizes social media in line with the Library’s mission to be a vital partner in our broad community’s quality of life. Social media provides an avenue for users to discover library services and resources and learn about upcoming events and library news.

III. Public Posts to Library Social Media

- A. The Library welcomes interactions with members of the community and the Library’s social media pages invite community member comments and content related to the Library or the Library’s posts.
- B. Comments expressed by other users on the Library’s social media do not reflect the views or positions of the Library, the Library Board of Trustees, or Library employees.
- C. Users posting to the Library’s social media channels grant permission to the Library to reuse or share content in promotional materials without compensation or notification.

IV. Public Post Monitoring

- A. The Library seeks to provide social media users with an environment free from discrimination, harassment, and obscenity; therefore, all comments, posts, and messages are subject to Library review.
- B. Library social media is monitored during weekday library operating hours; the Library may not be able to respond to user content posted outside of these hours.

V. Public Post Moderation

- A. Comments or postings containing any of the following forms of content may be removed or hidden by the Library without prior notice:
 - 1. Content that is not topically related to posts made by the Library on its social media sites
 - 2. Profane, obscene, or pornographic content and/or language

SOCIAL MEDIA POLICY

LP13 | REVISION 1 | REVISED 07/17/2023

3. Content that promotes, fosters, or perpetuates discrimination based on race, color, creed, age, religion, gender, national origin, disability, or sexual orientation
4. Rude, defamatory, potentially libelous, or personal attacks
5. Threats to any person or organization
6. Content that promotes political purposes, candidates, or content associated with any candidates for elected office, political parties, or ballot proposals
7. Postings which contain privileged, proprietary, or confidential information about any person, business, or entity including, without limitation, patrons, vendors, the Library, or library partners
8. Solicitation of commerce or spam, including promotion of advertising for paid services
9. Conduct in violation of any federal, state, or local law or encouragement of illegal activity
10. Information that may tend to compromise the safety or security of the public
11. Content that violates a legal ownership interest, such as copyright, of any party
12. Content posted by a user whose profile picture or username contains any of the aforementioned content
13. Links, gifs, images, and other communications that meet the above criteria

VI. Blocking Posts and Content

- A. Postings which the Library, in its sole discretion, deems unpermitted under this policy may be removed in whole or in part by the Library immediately upon discovery by the Library without prior notice. The Library reserves the right to terminate accounts, ban, or block users who have posted in violation of this policy on more than one occasion.
- B. Users may report violations of the Library's social media policy by contacting library staff.
- C. Any comment or post that is taken down from the site must be documented by the library employee responsible for the site and turned in to the Library Director.
- D. Documentation must include a copy of the post, date and time of post, name of the individual responsible for the content, and any other information relevant to the situation.
- E. This documentation must be retained in accordance with the Library's retention of records schedule.
- F. If content is removed and documented, library staff will send a message to any members of the public that violate the policy.

SOCIAL MEDIA POLICY

LP13 | REVISION 1 | REVISED 07/17/2023

VII. Appeals

- A. Users who have had comments or posts removed may appeal the decision in writing or email to the Library Director within fifteen calendar days of notification.
- B. The Library Director will notify the user of their decision within fifteen calendar days of receiving the appeal.

VIII. Public Record

- A. Information posted on the Library's social media profiles is subject to open record laws.

IX. Revision History

- A. Policy approved June 15, 2020 (Revision 0)
- B. Policy revised July 17, 2023 (Revision 1)