

**Lincoln Public Library Board
POLICY MANUAL**

SECTION: SERVICE ACCESS

INDEX: F-12

TOPIC: Social Media

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DATE: June 2011

REVIEWED: December 2013; May 2017

Purpose

The Social Media policy provides the guidelines and responsibilities for the library's social media platforms.

Policy Statement

Guidelines

Content on Facebook, blogs and Twitter will be created by Lincoln Public Library staff to assist in fulfilling our mission in serving the informational, educational, recreational, and cultural needs of our patrons. Much of the content will relate to libraries, authors, books, and the book-publishing industry; and to programs, events, photos and/or images or special topics that the Library is discussing or promoting.

Postings from Library staff must conform to the marketing guidelines established by the Lincoln Public Library. Personal comments on Library policy, patrons or other topics deemed not in the best interest of the Library are prohibited.

Comments and postings from the public are allowed, but will be reviewed by Library staff for content. Appropriate comments and postings must be relevant to the content created by the Library staff. Library staff reserves the right to review all comments and postings and delete comments that are inconsistent with the content created by the Library staff. Library staff may block the person who posted inconsistent comments or postings from posting any further information to the Library's social networking sites. Comments or postings that fall within one of the following categories will be deleted by the Library staff:

- Obscene, sexist, or racist content.
- Harassing Library staff or other social media users. Harassing comments or postings include profane or obscene statements or images, threatening physical harms toward another person, and engaging in behavior with the sole intent of annoying another person.
- Libelous and slanderous statements.
- Plagiarizing or posting copy-righted material without permission or authority.
- Private, personal information of another person without appropriate consent or

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authority.

- Comments, postings, and/or hyperlinks not related to the content created by the Library staff.
- Advertisement and solicitation that are prohibited by the portion of the Petitions and Selling on Premises Policies governing the use of the interior space of a Library building.
- Photos or other images that fall in any of the above categories.

Social Media Platforms

1. Facebook

The Teen and General Facebook sites will be monitored on a regular basis during normal hours of library operation by the designated Library staff member. If someone posts a message that is in violation of the Library's social networking policy then the Library will stop following the person who made the comment. A Facebook user who is 'defriended' by the Library may appeal the decision, in writing, to the CEO within 30 days after the decision. The CEO will affirm or reverse staff's decision within 30 days after receiving the written appeal.

2. Twitter

The Library Twitter site may follow: other public and academic libraries, special libraries such as the Library and Archives Canada, librarians, publishers, bookstores, authors, news sources such as CBC and Globe and Mail **and** local community groups such as schools, local sports clubs and non-profit agencies. Guidelines for whom to follow on Twitter will align with the philosophies found in the library's collection development policies.

The Twitter site will be monitored on a regular basis during normal hours of library operation by the designated Library staff member. If someone posts a message that is in violation of the Library's social networking policy then the Library will stop following the person who made the comment. A Twitter user who is no longer followed by the Library may appeal the decision, in writing, to the CEO within 30 days after the decision. The CEO will affirm or reverse staff's decision within 30 days after receiving the written appeal.

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3. General Library Blog and Book and DVD Blog

A designated Library staff member will, during normal hours of library operation, regularly review the General Library Blog and Book and DVD Blog for postings and comments and check for email notifications. Material that is deemed inappropriate for the blog based on the general policy criteria will be handled via deletion of the material. A blogger who has his or her posting deleted by the Library staff may appeal deletion, in writing, to the CEO within 30 days after the deletion. CEO will affirm or reverse staff's decision to delete a posting within 30 days after receiving the written appeal.

4. Pinterest

The designated Library staff member will post on the Library's Pinterest account photographs on library program projects. If photographs include patrons, a release must be signed beforehand.