

<b>TAZEWELL COUNTY PUBLIC LIBRARY</b>	<b>SOCIAL MEDIA POLICY</b>
	<b>Adopted: July 17, 2014</b>
<b>Updated: February, 2015</b>	<b>Approved: March 19, 2015</b>

### **Purpose**

The purpose of the social media employed by the Tazewell County Public Library is to engage the Tazewell County community and beyond with the library by sharing information about library events, programs, services, and classes as well as by sharing posts from other sources that communicate the love of reading, libraries, literacy and life-long learning.

### **Policy**

#### **Definition of Social Media**

Social Media is defined as any website or application that allows people to share information in a virtual environment. Examples include, but are not limited to Facebook, Twitter, YouTube, and Instagram.

#### **Responsibility**

The Library Director will assign responsibilities for social media in consultation with the Reference Librarian. Social media duties may be assigned to a team of TCPL staff or to one or two individuals as deemed necessary.

The Library Director, Technical Services Librarian, and Reference Librarian will be back-up for anyone who is on vacation/out sick.

The Library Director must approve the creation of any new social media accounts as well as the deletion of any accounts that no longer serve the library's purpose.

#### **Content Creation by Staff**

When adding content to social media resources, employees must be aware of these guidelines:

- Content should add value.
- Content should be up-to-date.
- All content will be professional.
- Loud, rude, or inappropriate comments or postings are never acceptable.
- Respect and abide by Copyright law.
- Follow the sites' user agreements
- If you are responding to a post or comment, responses should be positive and neutral.

## **Usage Rules**

User comments, posts and messages are welcome on TCPL social media accounts and services. However, all comments, posts, and messages are subject to review. The Tazewell County Public Library reserves the right to remove any comment, post, or message it deems inappropriate. The Tazewell County Public Library is not responsible for or liable for any content posted by any participant in a Library social media forum who is not a member of the Library's staff.

Once posted, the Tazewell County Public Library reserves the right to modify or delete submissions that contain:

- Obscene or profane language, gestures, pictures, objects, and/or images.
- Personal attacks of any kind.
- Offensive comments that target or disparage any ethnic, racial, or religious group.
- Advocate illegal activity.
- Inappropriate sexual references or any communication that refers to sexual activities.
- Spam.
- Promote particular services, products, or political organizations.
- Infringe on copyrights or trademarks.
- Use personally identifiable medical information.

The library reserves the right to block users from posting content if he/she violates these guidelines.