ANDERSON PUBLIC LIBRARY
SOCIAL MEDIA POLICY

Purpose

The Anderson Public Library (APL) endorses the use of carefully chosen social media tools as an important enhancement to communication, collaboration, and information exchange between APL staff, library users, and the general public. Social media use by libraries can provide streamlined, cost-effective marketing and outreach as well as foster a sense of community between the library and its users.

This policy establishes the library's position on the usefulness and selection of social media models and provides guidelines for management and compliance with other library policies. The library recognizes that technological advancements are continuous and that new tools will emerge which have useful application in the library setting; this policy addresses social media in general and not specific programs, websites, or technology platforms.

Social media tools used by the library will be selected to provide or enhance more cost-effective means to deliver such library functions as:

- Community outreach, marketing, and publicity
- Education of the community in the use of library resources
- Reference and reader's advisory services
- Reading readiness activities for preschool children
- Reading incentive programs for children, teens, and adults
- Cultural and educational programming
- Advertisement of volunteer and employment opportunities available at the library
- Additional library-related uses that may be explored or expanded upon as deemed reasonable by library administration.

Our primary goal, whether using print, electronic, or social media, is to increase awareness and use of library services, materials, and programs. All library communications should be integrated, consistent, and used to reinforce the library's established brand identity. Library social media offerings are intended to create a welcoming and inviting online space where library users will find useful, timely, and entertaining information.

A secondary goal is to encourage people to participate in an ongoing conversation about the library and its community. Social media allows the library to be more responsive and directly engaging, building a sense of community with library users. Social media provides people with the opportunity to interact with library staff directly, just as they would face-to-face. Our social media voice should be, where appropriate, more personal rather than institutional, characterizing the library as responsive and fun. We aim to "inform, connect, engage, and empower" our audience.

Procedures

1. Participation by APL in social media sites or pages and online communities (not individual posts) shall be approved in advance by the Library Director**.**

2. Where possible, each social media page should clearly indicate that it is maintained by APL and should have APL's contact information and logo prominently displayed.

3. Where possible, social media pages should link to APL's official website and this social media policy.

4. If user discussion and contribution is invited on library-created and maintained social media sites, it shall be subject to the **Public Terms of Use** outlined below. This shall be clearly indicated on any social media page that invites participation.

5. Social media content postings should be aggregated using content syndication tools (where allowable) to reduce staff time for publishing content.

6. When representing APL via social media, staff shall:

   a. Conduct themselves at all times as representatives of APL and adhere to all associated standards of conduct;

   b. Not make statements about customers or post, transmit, or otherwise disseminate confidential information in violation of APL's **Confidentiality of Library Records Policy**;

   c. Not represent postings as official APL policy unless this has been clearly approved by the Library Director;

   d. Not conduct political, religious, or private business activities.

7. APL staff shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

Public Terms of Use

1. APL has no affiliation with any advertisements or other material posted by third party sites or software.

2. By choosing to comment on APL social media sites, public users agree to these terms:

a. Comments are moderated by APL staff, and APL reserves the right to not post or to remove comments that are unlawful or off-topic as determined by its sole discretion, including, but not limited to:

- Plagiarized material;
- Copyright or trademark violations;
- Off-topic comments;
- Commercial material, spam, or posts containing links to other sites that are clearly off-topic or inappropriate;
- Duplicate posts from the same individual;
- Comments containing sexually explicit language or images;
- Comments containing profane or foul language;
- Statements that ridicule, malign, disparage, or otherwise express bias against any race, religion, or protected class of individuals;
- Personal comments about individuals, including attacks, insults, or threatening language;
- Private personal information about an individual without his/her consent;
- Images, executable programs, or any non-textual content.

Individuals who violate these terms may be barred from further postings.

3. Comments on APL's posts on social media sites do not reflect the opinions and positions of APL or its employees, and the library is not responsible or liable for comments or feedback posted by any subscriber to our social media tools.

Records Retention

As per the State records retention policy, social networking records are defined as "Transitory Material" (of limited reference value, including general postings and comments, general correspondence, walls, feedback, and related records); or as "non-historic" and/or "duplicate" including press releases, photographs, public service announcements, notices of upcoming events or other related records. Thus such records are not required to be retained after administrative and/or reference value has been served. If the Library staff deletes a comment or posting, the Library will retain the deleted material for 30 days.

Adapted from Juneau Public Libraries Social Media Policy, Scottsdale Public Library Social Media Feedback and Comments, and Worthington Libraries Social Media Strategy. Records retention adapted from the Roanoke, IN Social Media Policy.