

## SERVICES

## 471 Social Media

Social media refers to any online platform created and maintained by IPPL staff. The library uses social media to increase awareness of library services, promote, and encourage an ongoing dialogue with the community, reach out to members of the community who are not physically in the building and interact with our guests in a fun and positive way. The library encourages the use of social media to further the goals of the library, and are subject to the terms and conditions set forth in this social media policy. The Social Media Policy incorporates the staff conduct section of the personnel code.

All social media sites affiliated with the library will be regularly monitored and screened by library employees. The library reserves the right to use content management tools to monitor, review, or remove content on social media sites or blogs that violate this policy.

## 471.1 Employee &amp; Trustee Use Policy: Use of Social Media

Employees and trustees are encouraged to exercise caution and discretion if they identify themselves as a library employee or trustee and discuss matters related to the library, its officers, employees, volunteers, or guests while using social media. Postings can be reviewed by anyone, including the library.

Employees or trustees who use or are a member of social media sites, by receipt of this policy, that by identifying themselves on these websites as a library employee or trustee, they are also to some extent holding themselves out as a representative of the library. As such, all employees or trustees who state their employment or position with the library on social media sites, blogs, or collaboration websites must take care to adhere to the provisions of this policy.

If an employee does identify them self as an employee of the library, any blogs or postings that are not done in order to further the business of the library or pursuant to a library marketing plan or strategy pursuant to the instructions of the library must contain a disclaimer that these postings or blogs are solely the opinion of the individual employee and that these positions or blogs do not reflect the views or philosophy of the library, its officials, employees, or guests.

All employees' posts to social media sites, where employees identify themselves as associated with the library, must not contain confidential or proprietary content.

All employees' personal blogs or posts on the blogs of others which identify themselves as associated with the library should have a clear disclaimer, such as the following:

The views expressed by the author in the blog are the author's alone and do not represent the views of the Indian Prairie Public Library District. Library trustees also should adhere to the guidelines provided in this policy when interacting with employees or the public through social media sites.

## 471.2 Rules with Respect to Confidential, Personal, or Identifying Information

Employees and trustees are encouraged to be respectful to the library, officers, employees, agents, and guests in their use of social media. All information posted on social media sites and blog postings must not divulge confidential information or the internal operations or procedures of the library.

The library logo or other trademarks, or symbols used to identify the library may not be used without written consent from the library's communications coordinator.

Employees must not post any confidential or proprietary information regarding their job assignments, or other work-related items without the express consent of library administration.

No confidential, personal, or identifying information, including photos and addresses, shall be posted with regard to any services rendered by the library or penalties issued.

No confidential, personal, or identifying information shall be posted with regard to any library guest.

Employees must at all times comply with the laws regarding plagiarism or copyright violations, especially when the employee's site represents the employee as a library employee.

471.3 Comment Policy for Social Media Comments, posts, and messages are welcome on IPPL social media sites, provided they do not contain . . .

- obscene (content that lacks serious literary, artistic, political, or scientific value), sexual, or pornographic content and/or language
- content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin
- credible threats to any person
- solicitation of commerce, including but not limited to advertising of any business or product for sale, that is not related to library business
- conduct in violation of any federal, state, or local law
- encouragement of illegal activity
- spam or links to malware/viruses
- information that may tend to compromise the safety or security of the public or public systems
- content that advocates or promotes a political candidate, referendum, or campaign
- content that violates a legal ownership interest, such as a copyright or trademark

A comment posted by a member of the public on any library social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the library, nor do the comments necessarily reflect the opinions or policies of the library.

All comments posted to any library social media site are bound by that site's terms of service, and the Library reserves the right to report any violation of those terms of service to the social media site and ask the site to take appropriate and reasonable responsive action.

Users who enter private or personal information on library social media websites or social media sites do so at their own risk. The library is not responsible for any damages resulting from the public display, or failure to remove, private or personal information.

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