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Maryville Public Library Policy

Section F: MISCELLANEOUS POLICIES & PROCEDURES

Subject 300: Social Media Policy

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Library Social Media Policy

“Social media” is any web application, site, or account created and/or maintained by the Library that facilitates the sharing of information with other users, including but not limited to Facebook, Instagram, YouTube, and Twitter.

The Maryville Public Library (“Library”) uses social media to further the Library’s mission.

Posting and Restrictions:

Social media accounts maintained by the Maryville Public Library will be monitored by the Library Director and/or designated staff. The Library reserves the right to remove comments that violate our rules, are unlawful, or are off topic without notice. Posts containing any of the following may be removed from the Library’s social media accounts:

1. Material that violates copyright
2. Irrelevant comments
3. Commercial promotions, advertisements, political campaigning, or spam content
4. Posts that contain inappropriate, sexually explicit, obscene, or patently hateful, racist or sexist comments.
5. Content that contains personal attacks, libel, slander, threatening or harassing language, defamation, or is otherwise objectionable
6. Private and/or personally identifying information (i.e. age, phone number, address, etc.)
7. Photos, images, or links which fall into any of the above categories

Users are responsible and liable for the content they post to social media. The Library is not responsible for patron-generated comments or content posted by non-Library staff that appears on social media accounts. Content that contains threats or illegal content will be documented and reported to law enforcement. Users who violate these restrictions may be blocked from future commenting.

When appropriate, the Library may choose to link its social media account with other organizations. The Library may affiliate with other organizations whose profiles provide information that may be of interest to patrons or with whom the Library has partnered for various programs or events. Affiliating with these organizations does not imply endorsement of the views or opinions expressed on their profiles, nor is the list of affiliated organizations intended to be exhaustive. Any link to an external website or non-Library social media profile is not a sponsorship, authorization, affiliation, or

endorsement of that website or profile. The Library is not responsible for content posted on external websites or non-Library social media profiles.

Reporting Concerns:

Users may report concerns about social media posts or violations of the Library's Social Media Policy by contacting the Library Director.

Employee Use of Social Media:

The Library director oversees all social media accounts maintained by the library and may delegate certain functions to support staff members. Those functions may be limited to the promotion of Library programs and services, as well as user assistance directly related to accessing or participating in Library programs and services.

Employees should be mindful of posting any information that relates to their job duties on social media. Employees should use their best judgment when posting to social media. The Library does not monitor personal social media accounts of staff, but will, when made aware, address posts that violate established Library policies. A post that violates privacy, confidentiality, or legal guidelines will be met with appropriate disciplinary action. All comments made as employees of the Library should be respectful, objective, informative, accurate, and professional in nature.

EMPLOYEE NOTIFICATION OF POLICY:

I have read and understand that abiding by the terms of this policy statement is a condition of employment by Maryville Public Library.

—

Employee signature

Date

A COPY OF THIS ACKNOWLEDGEMENT WILL BE RETAINED IN THE EMPLOYEE'S PERSONNEL FILE