

<u>Policy</u> Social Media	<u>Date Approved by WGRLS Board</u> 3/14/2017, 5/10/2022, 8/11/2026
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Purpose:

The Social Media Policy addresses the creation of, access to, and content standards for communications published on West Georgia Regional Library System's (WGRLS) social media.

Policy:

WGRLS selects social media tools as an important enhancement to communication, collaboration, and information exchange among WGRLS staff, library users, and the general public. WGRLS defines "social media" broadly to include online platforms that facilitate activities such as professional or social networking, posting commentary or opinions, and sharing pictures, audio, video, or other content. WGRLS recognizes that new tools will emerge which have useful applications in the library setting; thus, this policy addresses social media in general. Covered material includes materials created by the library and maintained by library staff, material created by library staff on sites hosted and created by the library, and material created on other social media sites when acting as a library employee.

Procedures:

Social Media accounts are to be only created by the branch managers or appointee or the WGRLS Marketing and Outreach Manager unless otherwise directed by the WGRLS Marketing and Outreach Manager.

Pages shall:

- Not change the name of the account or page once established
- Clearly represent WGRLS or its applicable branch
- Include an introductory statement about the page
- Have the location's contact information prominently displayed
- Include a link to WGRLS's official website

When new social media accounts are created, the WGRLS Marketing and Outreach Manager or an appropriate employee such as a county or city social media representative must be added as an account owner/administrator in case the account's password is forgotten, social media staff at a branch ceases to work for the library system, or in case system-wide messages need to be sent.

Branches are discouraged from creating accounts on new sites that cannot be maintained for a significant period of time. If this is impossible for a branch to maintain, they should contact the WGRLS Marketing and Outreach Manager for assistance, or the account should be terminated.

Use of Public Material

All branch libraries shall post a sign that states that, unless the staff is notified otherwise, any photographs or videos taken of programs inside the library building may be used for public relations purposes, including the use of the photographs on social media.

By posting material on WGRLS's social media accounts, users give WGRLS the irrevocable right to reproduce, distribute, publish, display, edit, modify, and otherwise use your submission for any purpose in any form and on any media.

Staff Responsibilities

When representing WGRLS via social media, staff should:

- Conduct themselves at all times as representatives of WGRLS
- Not represent postings as official WGRLS opinion or policy unless this has been clearly approved by the WGRLS Director
- Not make statements about patrons, or post, transmit, or otherwise disseminate confidential information in violation of state library confidentiality laws
- Observe and abide by all copyright, trademark, and service mark restrictions in posting materials
- Use their and WGRLS's platforms and posts in accordance with WGRLS's policies
- Consult their branch manager or the WGRLS Marketing and Outreach manager if there is a question if a post is appropriate
- Adhere to ADA standards regarding digital accessibility
- Decentralized libraries will need to adhere to additional social media guidelines as determined by their local governing bodies

The branch manager, the WGRLS Marketing and Outreach Manager, or an appropriate designee reserves the right to review, edit, or delete/hide any content posted on social media. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology, open records, and records management policies.

Public Terms of Use

Library social media offerings are intended to create a welcoming and inviting online space where members of the public will find useful and entertaining information. WGRLS has no affiliation with any advertisements or other material posted by third-party sites or software.

Comments are moderated and WGRLS library staff have the ability to not post or to remove comments that are unlawful, inflammatory, or off-topic. This includes, but is not limited to, comments that are determined to be profane, discriminatory, contain sexual content or links to sexual content, spam, solicitations, advertisements, or content not related to the library and WGRLS mission and goals. Persons who repeatedly violate these terms may be barred from further postings.

Social Media Reconsideration

If a user has an issue with a WGRLS social media post, that user will go through the process outlined in the Library Services Reconsideration Policy.