

CCRLD Social Media Policy

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Definition of Social Media

For the Purposes of this Policy Social media will be defined per Merriam Webster Dictionary as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Use of Social Media by the CCRLD

Purpose

The purpose of CCRLD social media accounts is to:

- Post information related to its services and operations for its patrons and other residents of Columbia County. The Library will conduct occasional calls for survey responses or comments and may invite people to post or comment on various issues. The Library reserves the right to close comments at a predetermined time and not in response to the commentary received.
- Further the CCRLD strategic plan objective of actively seeking and responding to input from community members to encourage a personal connection with the Library.
- Advise patrons about events and updates.
- Discuss specific activities and events.
- Model responsible behavior and use of social media.

Communication made to the Library through social media posts, instant messaging or video conferencing does not constitute a legal or official notice to CCRLD or any Library staff member for any purpose.

Scope and Selection

Social media is seen as one of many valuable tools for public engagement. It should be purposeful, specifically addressing library programs, issues, and concerns significant to the CCRLD, is an efficient use of staff time, and is strategically placed with content targeted to those using social media. CCRLD will engage social media platforms that conform to the Mission of CCRLD.

Accounts and content ownership

Library-sponsored social media accounts are owned by the library. Any employees who create such accounts or are provided access to such accounts do not obtain ownership rights to such accounts or any content contained in them.

Authorized Contributors

The Director of the Dayton Memorial Library is designated as the administrator of all CCRLD social media platforms. The Director may train and authorize other Library staff as contributors, as needed.

Public Records

As a public entity, all media sites sponsored by CCRLD are subject to the retention of contents in accordance with Washington RCW 42.56 (Public Records Act) and RCW 40.14 (Preservation and Destruction of Public Records). To effectively manage these records, Library Staff or Trustees will not post, discuss, or comment concerning CCRD library issues on sites not sanctioned by the CCRLD.

User Privacy

The Library will not collect, sell or knowingly transfer to any third party any personally identifiable information related to social media engagement with the library.

User Code of Conduct

The CCRLD will post links to its social media behavior policy on all of their social media platforms and prominently display that policy on their websites. Unacceptable behavior includes speech that is not protected by the First Amendment, such as copyright violations, obscenity, child pornography, defamatory or libelous comments, or imminent or true threats against the library, library staff or other users; and may result in the removal of the post or the temporary blocking of a user.

Procedures Included in the Code of Conduct

- **Complaints or Concerns About Content:** this Code of Conduct will include a procedure for filing complaints or expressing concerns about content posted on CCRLD media sites.
- **Removal of posts:** No posts will be removed without following the approved procedure and no content will be removed without the authorization of the Library Director.

Monitoring and Privacy

The library reserves the right to monitor employees' public use of social media, including but not limited to statements or comments posted on the internet, in blogs and other types of openly accessible forums, diaries, and personal and business discussion forums. Social media use should not interfere with the employee's responsibilities and work at CCRLD. Employees should have no expectation of privacy while using library equipment and facilities for any purpose, including the use of social media. The library reserves the right to monitor, review, and block content that violates the library's rules and guidelines.

Failure to adhere to or follow this policy may result in disciplinary action.

Interacting with CCRLD Online

CCRLD encourages patrons to comment on its social media posts, and they are invited to share opinions about library-related subjects, resources, and programs. Patrons are personally responsible for their commentary. Posts by patrons do not indicate CCRLD endorsement of the ideas, issues, or opinions expressed in posts on its social media sites. CCRLD has the right to moderate, edit, delete, move or close any comment at any time without warning or explanation. Administrators will exercise this right narrowly.

By choosing to comment on CCRLD social media sites or the CCRLD website, public users agree to these terms:

Users have a responsibility to protect the privacy of individuals and should not post personally identifying information. All content on CCRLD social media sites are subject to public records retention laws. Users may not post comments, tags and images that include, but not limited to:

- Threatening language and personal attacks
- Copyright infringement/plagiarized material
- Political advocacy
- Sexual content or links to sexual content
- Private, personal information published without consent
- Posts that violate laws or library policies

Violations of this policy may result in the denial of access to CCRLD services including, but not limited to CCRLD Facebook accounts and other social media sites at the sole discretion of CCRLD. The Library reserves the right to not post or to remove submissions or comments and may block users who post in violation of this policy. A blocked user may appeal this decision in writing to the Library Director, who has 30 days to affirm or reverse the decision.