

17 SOCIAL MEDIA POLICY

17.1 SOCIAL MEDIA

The Gladstone Public Library uses social media in many forms. Library staff maintains and edits the content of the library's social media sites to comply with library policies. Library social media is intended to create a welcoming online space where library users will find useful and entertaining information and can interact with staff and other users. Social media is defined as any web application, website, or account used by the library to facilitate the sharing of opinions and information about library-related subjects and issues. It includes any facility for online publication and commentary, such as blogs, wikis, and social networking sites. The library utilizes social media tools to encourage community involvement and to create a dialog between the library and its patrons regarding library services, resources, events and programs, and community information.

17.2 PUBLIC POSTINGS

Comments, posts, and messages are welcome on the library's social networking sites. Although the library recognizes and respects differences in opinion, library staff will regularly monitor and review all such interactions for content and relevancy. The library reserves the right to refrain from posting user submissions or comments or to remove them at any time.

17.3 RULES FOR PUBLIC COMMENTS AND POSTS

- Stay on topic. Comments and posts should be library related.
- Multiple posts from the same individual will be deleted.
- Users should not include personal information about themselves or others. The library discourages individuals from posting personal information and reserves the right to remove any posts with personal information.
- The library is not responsible for user-generated content. A posted comment is the opinion of the user only, and publication of a comment does not imply endorsement or agreement by the Gladstone Public Library.
- Spam and commercial content will be removed. The library will remove posts or comments used for campaigns, religious or commercial purposes, or for soliciting funds. Gratuitous links to sites are viewed as spam and will result in the comment being removed. Repeat offenders may be banned.
- Individuals should not post any unauthorized content. The Library follows a notice-and-takedown procedure for complaints of copyright violation under the Digital Millennium Copyright Act.

- Posts containing offensive, obscene, threatening language, abusive language, or hate speech are strictly prohibited and will be deleted. The library reserves the right to contact law enforcement authorities in these situations.
- If a user reports a concern regarding a post, library staff will review those concerns as soon as possible.

17.4 ADVERTISEMENTS

The Gladstone Public Library does not endorse the advertisements promoted on any social media site. These advertisements are displayed by vendors and do not express the Gladstone Public Library's views or positions.