



Keizer Community Library

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Social Media Policy

Introduction

Keizer Community Library uses social media as a tool for online publication including, but not limited to, blogs, wikis, and social networking sites (e.g. Facebook, Instagram). The library makes use of these tools to reach out and be more accessible to current and potential library patrons. Social media sites allow the library to meet users where they are, and give both volunteers and the public a convenient way to interact and share information and ideas on a range of topics related to the library.

Keizer Community Library will periodically evaluate the role and utility of its online venues and social media, which may be terminated at any time by a board vote.

Rights & Responsibilities of the Library

The library sets rules for use of its online venues and social media sites, just as it does for use of its other resources and communications. Comments/posts will be moderated by a person designated by the Board of Directors for content and relevancy. *The library reserves the right to deny or remove any comments, links, tags and/or images that violate the law, the rights of any third party, library policies, or that distract from the library mission and goals.* The library is not responsible for the content on the pages of friends, fans, or followers of the library. The library does not endorse or review content of third-party sites.

Purpose & Scope

In keeping with our mission that the Keizer Community Library “opens the world to everyone,” our purpose in using social media platforms is to encourage community engagement opportunities through the option of connecting with the library online. Library social media should create a welcoming and inviting online space where users will find useful and entertaining information and can interact with the library digitally. The scope of our platform and postings includes:

- Posting information related to library services, operations and events and engaging with community members online.

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- The library may conduct occasional calls for survey responses or comments. The library reserves the right to close comments at a predetermined time and not in response to the commentary received.
- Library social media platforms may serve as a forum for the discussion of issues related to library collections, programs, and spaces.

User Responsibilities and Restrictions

Users have the responsibility to protect their privacy and should not post personally identifying information which they do not wish publicly represented on the internet.

Users may not post comments, links, or images that compromise another's privacy or that may be considered objectionable or inflammatory. Violations include, but are not limited to:

- off-topic and/or disruptive posts
- commercial promotions or spam
- duplicate posts from the same individual
- threatening language and personal attacks
- private, personal information published without consent
- obscene or libelous content
- copyright infringement/plagiarized material
- political advocacy
- posts that violate library policies

Staff & Volunteer Responsibilities

Any person designated by the Board of Directors responsible for contributions to library social media platforms must be trained in patron privacy policies, best practices for individual social media platforms, and in the library mission, values, and positions of the library and its governing board. A social media account serves as the digital face of the library and should maintain the same level of customer service provided in the physical library.

Social media contributors should use a tone consistent with the library's mission. Be friendly, sincere, and energetic. Social media content should be written from the point of view of the “We,” which represents the library as a whole and not as an individual staff member. As the

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online face of the library, staff members should remain professional at all times and should refrain from expressing their personal views when posting on the library's behalf.

Library staff, volunteers, or volunteers with social media responsibilities should protect patron privacy and confidentiality whenever possible. Information shared by patrons on the library's social media should not be kept by the library or used for other purposes. Library staff, volunteers, or volunteers with social media responsibilities should be trained and aware of basic cybersecurity practices, and should refer to the American Library Association's Committee on Professional Ethics' "[Ethics and Social Media Q&A](https://www.ala.org/tools/ethics/socialmediaga#6)" (available at <https://www.ala.org/tools/ethics/socialmediaga#6>) for additional information.

Staff and volunteers shall use the following guidelines to work within the library's social media strategy:

Library Social Media Should Not Be Used:

- For personal benefit or gain.
- For the benefit or gain of any other individuals or outside organizations.
- In a way that compromises the security or integrity of library property, information or software.

Guidelines When Posting To Library Social Media:

- Incorporate the library logo and colors matching logo where applicable. This keeps branding consistent.
- Adhere to the Patron Privacy Policy.
- Adhere to the terms of use of the social network you're using.
- Respect copyright, fair use and financial disclosure laws.
- Acknowledge your mistakes (unless they're minor).
- Verify information before you post it.
- Make sure your links work.
- Make sure you're creating dialog, not just pushing content. Give patrons something to respond to or act on.

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- Thank people for input and feedback, including constructive negative feedback (but don't feel obligated to acknowledge every single comment).
- Be a kind human, even when interacting on behalf of the library rather than as an individual.
- Do not post images showing the faces of minors without express written consent from a legal guardian using the "Photo Release Form."

Revision

This social media policy will be reviewed periodically for updates or the addition of new guidelines or media platforms.

Bibliography

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