

## Monterey County Free Libraries

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Subject: Social Network Policy

Date Issued: 1-26-2012

Date Implemented: 1-26-2012

Supersedes:

Toss After:

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This policy defines the appropriate use and engagement of social media and/or social networking by Monterey County Free Libraries (MCFL).

For the purpose of this Policy, **Social networking** is defined as the communication through an online service or site for building informal or formal relationships among people/organizations that share a common interest, even if that common interest is simply the social media through which they are communicating. **Social media** are the web- or Internet-based programs that are used to communicate. Some examples of social media or social networks are Facebook, Google+, Twitter, Myspace, LinkedIn, wikis, blogs, vlogs, etc.

### Background:

MCFL recognizes the value of social media to increase MCFL's visibility, to increase social capital and to further its mission. Social media offer libraries and government new ways of informing the public, engaging residents, and targeting constituents with tailored messages at a low cost. The primary goals of social networking by MCFL are:

- Wider two-way communication between library users and MCFL staff
- Public relations and diversified outreach
- Increased opportunity to receive community input
- New opportunities to build partnerships
- Improved branding

### Policy Statement:

All use of social networks shall be consistent with MCFL's mission and vision statements. As such, the use of social networks will focus on libraries, library related activities and topics that MCFL is discussing or promoting. All use of MCFL's social media must be appropriate for viewing by people of all ages.

All official MCFL presences on social media sites or services are considered an extension of MCFL's information networks and are governed by MCFL's policies, including, but not limited to, email, Internet usage, and computer use policies. Creation of a social network site for MCFL must be approved by the County Librarian or a designee.

Members of the public are encouraged to use MCFL's social media sites to post items that are related to libraries, library related activities and topics that MCFL is discussing or promoting. MCFL staff will review these posts on an on-going basis for relevance and/or appropriateness.

Acceptable forms of content that may be posted on MCFL's social media include, but are not limited to:

- Text
- Video and photographs – Please ensure that these do not include sensitive information in the foreground or background. Photo releases must be obtained and provided as needed.
- Graphics
- Links (URLs)

Posts that are deemed inappropriate for any reason will be removed. Examples of writing or images that are strictly prohibited include, but are not limited to, the following:

- Obscene, threatening, discriminatory, harassing, slanderous, or off-topic posts
- Plagiarized or unauthorized copyrighted materials
- Soliciting of personal services or commercial advertisements
- Any illegal information or activities
- Personal or private information like e-mail addresses, phone numbers, etc.
- Political activities except library related informational items posted by MCFL staff
- Anything that violates MCFL’s policies and procedures
- Items that are determined to be in conflict with MCFL’s mission and vision statements or are detrimental to MCFL’s ability to do business

Postings of this type will be deleted and follow-up action may be taken as deemed appropriate by library administration, including, but not limited to, banning the poster from further use, or reporting the user to the service providers or law-enforcement authorities.

By using MCFL’s social media sites, users are agreeing to follow MCFL’s Social Networking Policy.

#### Reservation of Rights

MCFL administration, or its designated representative, reserves the right to delete submissions that are deemed inappropriate. This policy will be updated as necessary to reflect changing technology, popular practices, or the need of the organization.

#### Procedure:

Social media moderator(s) will be appointed to manage MCFL’s social media accounts and ensure the appropriateness of content. Designated moderator(s) shall:

- Be an MCFL employee
- Be familiar with MCFL policies
- Understand the scope of responsibility and be appropriately knowledgeable and/or trained to interact on behalf of the organization
- Maintain and update the social media sites on a regular basis to maintain currency and usefulness, and to respond to inquiries as appropriate
- When questions arise regarding removal of content, the matter will be referred to the County Librarian or designee for a final decision.