

APRIL 2017

SOCIAL MEDIA POLICY FOR SHENANDOAH COUNTY LIBRARY SYSTEM

In keeping with the Shenandoah County Library System's mission to "enrich the quality of life in the community by providing residents with access to the world of ideas, information and creative experience," the library uses social media to share information and communicate with the public. Through the use of social media, the library aims to:

1. Enhance communication and interaction between library staff and community members
2. Promote library services and programs to a wider audience.
3. Provide an outlet for patrons to contribute content.
4. Improve library services, programs, and resources based on patron feedback.
5. Establish an online presence where our patrons regularly interact and communicate with other groups and individuals.

Code of Conduct when using social media

This code of conduct governs the staff use of Library social media accounts; personal social media accounts are governed by the Library's Personnel Policy Manual. The staff terms of use may serve as a guideline for Community Library volunteers using social media on behalf of their individual locations. Likewise, there is a code of conduct for patron use of library system social media.

Staff terms of use

- The Library Director must approve the creation of any new social media accounts as well as the deletion of any accounts that no longer serve the library's purpose.
- When adding content to social media resources, employees must be aware of these guidelines:
 - Content should add value.
 - Content should be up-to-date.
 - All content will be professional.
 - Follow the user agreements on social media sites.
 - If you are responding to a post or comment, responses should be positive and neutral.
 - Respect the system's confidential and proprietary information. Do not post information that is still in draft form or is confidential.
 - No staff members should post, transmit or otherwise disseminate confidential information.

- No comments with any kind of negative, mocking, condescending, etc. slant should be made about patrons in general, about specific questions from patrons or about patron behavior on the Library's social media sites.
- No content shall be posted that promotes, fosters, or perpetuates discrimination and/or harassment on the basis of race, creed, color, age, gender, marital status, religion, national origin, physical or mental disability, sexual orientation, ancestry or any other protected category.
- Postings intended to represent official SCLS opinion, or interpretation of policy, must be reviewed and approved by the Library Director.
- Do not engage in political or religious activities or commentary.
- Observe and abide by all copyright, trademark and service mark restrictions in posting materials to electronic media.
- SCLS has no affiliation with any advertisements or other material posted by third party sites or software.

Public Terms of Use

- By choosing to comment on SCLS social media sites, public users agree to these terms:
 - Questions about the library system or services are welcome.
 - Comments are moderated by SCLS which has the sole discretion to not post or to remove comments that are unlawful or off topic.
 - Persons who repeatedly violate these terms may be blocked from further postings.
 - Slanderous, libelous, threatening or defamatory statements will be removed and the author blocked.
 - No spammers allowed.
 - Content not related to library business, programs, events, resources and materials is not welcome.
 - Advertising, solicitation, religious content, or political campaigning are not welcome.

Approved 05-09-2017
 Shenandoah County Library System Board of Trustees