

# SUN PRAIRIE PUBLIC LIBRARY

## *SOCIAL MEDIA POLICY*

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### **I. Purpose**

- A. The Sun Prairie Public Library uses social media to maintain a community-focused presence in our users' online lives.
- B. To provide an avenue for users to discover library services and resources, and learn about upcoming events and library news.
- C. The Sun Prairie Public Library uses social media to engage community members, and reach the broadest number of citizens as possible.

### **II. Definition**

Social Media is defined by the Sun Prairie Public Library as any web based or mobile technology that allows the library and its patrons to interact in a virtual environment.

### **III. Guidelines**

- A. The library maintains a general, youth services, and teen Facebook Page. The library maintains a teen and adult Instagram page.
- B. Sun Prairie Public Library staff follows the guidelines and best practices outlined in the City of Sun Prairie's IT Use Policy.
- C. Members of the public may post or comment on the Library's Social Media pages.
- D. The library reserves the right to review comments and postings.
- E. The library reserves the right to add new social media platforms as trends indicate.

### **IV. Moderation of Content**

The Sun Prairie Public Library's Social Media serves as a limited public forum and all content published is subject to monitoring. User-generated posts will be removed (if possible) when the content includes:

- A. Vulgar, obscene, or illegal content.
- B. Harassing, threatening, defamatory, or discriminatory content.
- C. Offensive terms targeting protected classes.
- D. Plagiarized material or material in violation of copyright.
- E. Personal information without consent.
- F. Commercial or political solicitations or spam.
- G. Statements that incite or promote violence or illegal activities.

### **V. Responsibility**

- A. Users alone are responsible for the content they post on the library's social media page(s).
- B. The library assumes no responsibility for any judgments, damages, or other negative repercussions that arise from or are related to posted content.
- C. Sun Prairie Public Library's participation in social media does not constitute endorsement of the content or views expressed by the participants, including staff.

### **VI. Public Record**

Sun Prairie Public Library social media pages are subject to applicable public records laws. Any content maintained in a social media format related to Sun Prairie Public Library business, including communication posted by the Sun Prairie Public Library and communication received from patrons, is a public record.

*Adopted: February 9, 2017*

*Amended: May 9, 2019*

*Reviewed: July 8, 2021*

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