



SOCIAL MEDIA POLICY

I. Purpose

- A. The Sun Prairie Public Library uses social media to engage community members, and reach the broadest number of citizens as people possible.
- B. The Sun Prairie Public Library uses social media 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 maintain a community-focused presence in our users' online lives.

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 add new social media platforms or discontinue the use of social media platforms as trends indicate.
- E. The library will moderate content.

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.

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