



Social Media Policy

PURPOSE

Longview Public Library (LPL) uses social media in many forms. LPL staff maintains and edits content of the LPL social media sites to comply with library policies. A social media application, site or account created and maintained by the Longview Public Library (LPL) is intended to create a welcoming online space and facilitate the exchange of information between library staff and library users about library related materials and activities.

DEFINITION

Social media is defined as using a website or software application to share information with other users. Social networking software may include, but is not limited to, blogging, instant messaging, social media sites, and wikis. Generally, email is not included in this definition because it is primarily a one-to-one communication activity.

POLICY

LPL will utilize social media tools to encourage community involvement and to create a dialog between the library and its patrons regarding library services, resources, events and programs, and community information.

LPL does not endorse the advertisements promoted on any social media site. These advertisements are displayed by vendors and do not express LPL's views or positions.

The Library assumes no liability regarding any event or interaction that takes place by any participant in any library-sponsored social media service and does not endorse or review content outside the "pages" created by LPL staff.

PUBLIC COMMENTS & POSTS

Social media is not a public forum and is monitored and managed by LPL staff. Comments, posts, and messages are welcome on LPL social media sites as long as they conform to the library's social media policy. All interactions will be regularly monitored and reviewed for content and relevance. LPL reserves the right (but are not obligated) to refrain from posting user submissions or comments or to edit them at any time. LPL will modify (while retaining the intent of the original post) or remove messages or postings that it deems, in its sole discretion, to be:

- Abusive, defamatory, libelous or obscene
- In violation of copyright, trademark right or other intellectual property rights of any third party
- Private, personalized information published without consent
- Comments or hyperlinks unrelated to the content
- Commercial promotions or spam

- Organized political activity
- Photos or images that fall in any of the above categories

The library does not act in place of or in the absence of a parent and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of this resource.

The Library does not collect, maintain, or use personal information stored on a third-party social networking site other than to communicate with users on that site. Users should be aware that third party social networking websites have their own privacy policies and should proceed accordingly.

Users may remove themselves at any time from the Library's friends or fan lists.

Participation in LPL social media services implies agreement with all Library policies, including this policy, *Patron Code of Conduct*, and *Internet Use Policy*.

IMPLEMENTATION

LPL staff shall have the responsibility of enforcing this policy. Violation of LPL's Social Media Policy or *Patron Code of Conduct*, and *Internet Use Policy* by the public or staff will be reported to the Library Director by the Communications and Marketing Specialist.

We want to hear from the public and appreciate everyone's adherence to this policy. If a violation occurs, content may be removed. If this happens, the person whose content was removed has the right to appeal the decision with the Library Director by following the Appeal Process below.

APPEAL PROCESS

Participants of LPL social media who have had their content deleted may submit a formal petition to the Library Director to have the decision reviewed. To do this, the participant must do the following:

- Submit in writing via email or traditional mail an explanation as to why their content does not violate the LPL social media policy.
- Email petitions should be sent to: Jacob.Cole@ci.longview.wa.us
- Mailed petitions should be addressed to:

Library Director
1600 Louisiana St.
Longview, WA 98632

Upon receipt, the Library Director will review the appeal and provide a response via email or traditional mail within 10 business days. The Director may confer with other City of Longview staff, including the attorney's office, before deciding. If the Director is unavailable to review within the 10 business days, the appeal will be made to In-Charge Librarian using the same procedure.

If the appeal is upheld, the participant will be responsible for reposting the content.

Approved: Jacob Cole 7/29/2022
Library Board Approval: 8/1/2022