

Social Media Policy

INTRODUCTION:

Social Media is a valuable communication resource as it allows the Library to connect with users in a timely way through conversations, information sharing, virtual service, and creative content. Library social media exists for marketing and communications to benefit the Library and is not set up as a platform for public expression.

EDITORIAL CONTROL

Library staff exercise editorial control on our social media platforms to maintain a safe and welcoming environment for customers and staff, similar to our physical spaces. We moderate comments and reserve the right to remove content that is unlawful, off topic, or otherwise does not comply with our expectations as follows: The Library will not tolerate obscenity, harassment, discrimination, promotion of illegal activities (including copyright violations), threats, or hate speech on any of our platforms. The Library's social media may not be used for commercial purposes. Postings by users do not indicate Library endorsement of the ideas, issues, links, or commentary. Additionally, endorsement is not implied via following, friending, or otherwise linking to other online entities.

THE REVIEW PROCESS

Not every negative comment must be addressed but where response is necessary, the Library will attempt to move sensitive conversations from a public forum to private messaging or other communication method. If the Immediate Response Team feel that a concern warrants removal, a screenshot of the post or comment in question will be captured and the item will be removed from the platform. The Immediate Response Team will meet as soon as possible for further review and will report conclusions and any further actions to the Library Administration.

THE VOICE OF THE LIBRARY

The Social Media platforms belonging to the Library represent the interests of the Parkersburg & Wood County Public Library as an organization, and not the viewpoints of any individual staff member or group of staff. Because posts to the Library's pages reflect on the organization and its standing in the community, staff will not use the Library's social media venue to promote their personal viewpoints. Staff must always respect patron and co-worker privacy. No staff member will open a new social media page or group on behalf of the Library without the express consent of Administration.