



Bettendorf Public Library

Marketing & Social Media Policy

Marketing of library services is facilitated under the supervision of the Library's division management staff, with the intention of increasing public awareness of library programs, activities and resources.

Library services may be promoted through various media outlets, online resources, print materials, digital signage, the Library's website, etc. All library-generated publicity or promotional materials must be directly related to library activities or services, comply with the Library's brand-specific marketing guidelines, and receive approval by the Library Director or his/her designee prior to distribution.

All requests made by the media to publicize or report on library programs, services, or activities should be submitted to the Library Director or his/her designee, for advance approval.

The Bettendorf Public Library's logo and website are service marked and may not be used or replicated, in whole or in part, without the express permission of the Library Director.

Social Media

The Bettendorf Public Library uses various social media platforms to communicate information from the Library, about the Library, to its community and engage with its library users to further its mission in "providing access to information and ideas for all." For the purposes of this policy, social media includes blogs, instant messaging, social networking, communication platforms, and photo/video media sharing sites.

General guidelines:

1. The establishment and use of Library social media sites by any Bettendorf Library employees are subject to approval by the Library Director or their designees. All Bettendorf Public Library social media sites shall be administered by BPL staff only, as assigned.
2. A user participating in the Library's social media service consents to and agrees to comply with all Library policies. The content of the Library's social media platform is considered public record under the Iowa Open Records Law and is subject to disclosure per the Freedom of Information Act.
3. Users of all Library social media shall adhere to applicable federal, state, and local laws, regulations, and policies.
4. The Library reserves the right remove any messages or posts deemed to be in violation of this policy, the City of Bettendorf Social Media Policy, or any applicable laws.

Public Comment Posting Guidelines

Bettendorf Public Library content is maintained and monitored by Library staff. Comments and opinions from the public are welcome, however posts deemed inappropriate or in violation of this policy, or the *City of Bettendorf's Social Media Policy* will be removed, and users blocked for repeated offenses. Inappropriate content includes, but is not limited to the following:



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- Obscene, profane, vulgar, lewd, or racist content.
- Threatening language or hate speech toward any individual or organization.
- Content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, marital status, national origin, physical or mental disability, gender identity or sexual orientation.
- Content inciting violence or other illegal activity.
- Plagiarized material, or content that violates copyright or other intellectual property rights.
- Commercial promotion or advertisements of any kind.
- Solicitation of funding of any kind—sales, fundraising, etc.—unless part of library related fundraiser pre-approved by the Library Director or their designee.
- Campaigning, politicking, electioneering, or other organized political activity.
- Personally protected information such as phone numbers, home addresses, email address, dates of birth, etc.
- Images, photos, or links which fall into any of the above categories.

The Bettendorf Public Library reserves the right to reproduce, distribute, publish, display, edit, modify, delete, and otherwise use submissions for Library-related purposes. By commenting and/or interacting with the Bettendorf Library's social media pages, the poster is responsible and/or liable for all content and posts made by them to the library's social media pages. If a user continues to violate the terms outlined in this policy or violate Federal, State, or local laws, the Library reserves the right to remove or block the user from accessing library social media sites/pages.

Staff Guidelines

Employees representing the Bettendorf Public Library via library social media sites must conduct themselves at all times as a representative of the Library and City of Bettendorf, and in accordance with all library and city policies.

Disclaimer

The Library disclaims any and all responsibility and/or liability for any materials deemed inappropriate for posting which cannot be removed in an expeditious and otherwise timely manner. Any comment posted by a member of the public on any of the Library's social media sites is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Library or City of Bettendorf, nor do such comments necessarily reflect the opinions or policies of the Bettendorf Public Library Information Center.

Approved the Board of Trustees
December 1998

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