HIGHLAND PARK PUBLIC LIBRARY

Policy 211 **Social Media**

Purpose: To define the Highland Park Public Library's ("the Library") use of social media and required conduct of people contributing to the Library's social media content.

General Policy

The Library uses social media as a marketing component to increase awareness about Library services and otherwise promote information consistent with the Library's mission, which often includes, but is not limited to, providing information about Library resources, upcoming programs and events, and other Library-related content. The Library has an overriding interest in providing accurate and appropriate information on social media sites.

The Library's social media policy applies to everyone who interacts with the Library's social media accounts, regardless if they are registered as Library cardholders. In accessing the Library's social media accounts, such users' posts, comments, tags or other content shall only be germane to Library services, resources, programs, and operations; in full compliance with the Library's policies and applicable local, state and federal law.

General Use and Purpose of the Library's Social Media

The Library's social media pages and content are a limited public forum to share Library-related information, and not a traditional public forum for the general exchange of ideas and viewpoints. The Library does not make its social media accounts available for general public discourse.

All posts, comments, messages, tags, or other content will be monitored and reviewed for compliance with this policy.

General Guidelines

1. The Executive Director or their designee ("Executive Director") reserves the right to reproduce all content for Library publicity and marketing, including comments, posts, messages, photos, and images, in other public venues. Reproduction of content may be edited for space or content.

2. All content posted on Library social media sites is subject to the Illinois Freedom of Information Act (FOIA) and the State of Illinois record retention laws.
3. All content posted to any Library social media accounts is bound by the social media platform's terms of use, and the Executive Director reserves the right to report any violation of the platform's terms of use to the company.
4. People who enter private or personal information on a Library social media site do so at their own risk, and the Library is not responsible for any damages resulting from the public display of, or failure to remove, private or personal information.
5. Any content posted by a member of the public on Library social media accounts is the opinion of the poster only, and does not imply endorsement of, or agreement by, the Library.

Standards of Use

Prohibited content that includes any of the following will be removed:

1. Content that is not germane or reasonably related to the subject matter of the original Library post or to Library services, resources, programs, or operations generally.
2. Content that violates local, state, or federal law or which promotes activity which violates local, state, or federal laws.
3. Content that constitutes unlawful harassment or discrimination on the basis of a protected class status.
4. Obscene, sexually explicit, or otherwise inappropriate content.
5. Incitement to imminent violence, or actual threats to the safety of specific individuals, groups, or the public at large.
6. Private or personal information about individuals, groups, or entities.
7. Commercial promotions or solicitation.
8. Solicitations or requests for donations.
9. Spam, malware, or viruses.
10. Content that is clearly defamatory on its face.
11. Content in support of or in opposition to political candidates, referendums, or campaigns.
12. Content that violates copyright, trademark rights, or other intellectual property rights.

Removal of Users' Comments and Denial of Access

The Executive Director reserves the right at any time and without prior notice to remove any content that violates this policy; and the right to block access to Library social media sites for any individual who repeatedly violates this policy.

Any individual whose content has been removed in whole or part from the Library's social media pages or whose access has been blocked may have the decision reviewed upon written request to the Executive Director.

The Executive Director reserves the right to pause or disable the access for public comments if the quantity of comments to be evaluated negatively impacts the operations of the Library.

Limitation of the Library's Liability and Users' Indemnification

The Library, its employees, the Library's Board of Trustees ("the "Board") and its Trustees, and the Library's volunteers are not responsible or liable for any damages, direct or indirect, resulting from any content posted by any person in any forum.

To the fullest extent permitted by law, the Library, its employees, the Board and its Trustees, and volunteers are not responsible or liable for any damages, direct or indirect, resulting from a user violating this policy, or for the Library's failure to remove content in violation of this policy.

To the full extent permitted by law, all users indemnify and hold harmless the Library, its employees, the Board and its Trustees, and the Library's volunteers for any injury, damage, or loss resulting from a user's violating this policy, or for the Library's failure to remove content in violation of this policy.

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