



## *Social Media Policy*

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Johnson City Public Library staff and community members interact through Internet communication using social media applications. This is in keeping with the library's mission, which states "through both traditional materials and emerging technologies, Johnson City Public Library offers a multitude of learning opportunities and entertainment choices in a dynamic center for the community." Social media applications allow members of the community access to virtual resources of the library without mandating a visit to the physical library. Johnson City Public Library regards social media applications in the same way as its other information resources in accordance with its mission of serving patron needs for informational, educational, cultural and recreational pursuits.

Social media is defined as any website or application which allows users to share information. Social media can include, but is not limited to, blogs, instant messaging tools, social networking sites, and wikis. Many social media sites allow users of those sites to become a "friend", "fan", or otherwise associate their own "profiles" or virtual presences with the library's profile on these sites. Examples (in 2010) of such sites are Twitter, Facebook, MySpace, YouTube, and various blogging sites like Blogger and WordPress. As with more traditional resources, 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 these resources.

The library does not collect, maintain or otherwise use the personal information stored on any third party social media site in any way other than to communicate with users on that site, unless granted permission by users for library contact outside the site. The purpose for contact outside the site may include program promotion, volunteer opportunities, reference help, or other similar activities. Users may remove themselves at any time from the library's "friend" or "fan" lists or request that the library remove them. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

Comments, posts, and messages are welcome on Johnson City Public Library social media sites. While the library recognizes and respects differences in opinion, all such interactions will be regularly monitored and reviewed for content and relevancy (before publishing when possible). All postings which contain any of the following will be removed, and the poster will be banned from posting any subsequent messages to library social media sites:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized or copy-written material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam
- Organized political or religious activity or proselytizing

- Photos or other images that fall in any of the above categories

In addition, Johnson City Public Library reserves the right to edit or modify any postings or comments for space or content, while retaining the intent of the original post. Johnson City Public Library reserves the right to reproduce comments, posts, and messages in other public venues. For example, the library may reproduce a response to a YouTube book review in a newspaper article or on the library website. Identifying information, other than first name, will be removed unless prior approval is granted by the user.

Johnson City Public Library assumes no liability regarding any event or interaction that takes place by any participant in any library-sponsored social media service. The library does not endorse or review content outside the "pages" created by Johnson City Public Library staff. Participation in Johnson City Public Library social media services implies agreement with all library policies, including its *Social Media Policy* and *Internet Access Policy*. If a user does not agree to the terms of the library's policies, they are not to interact on library-sponsored social media services.

The role and utility of social media sites will be evaluated periodically by library staff, and may be terminated at any time without notice to subscribers.

***Approved by the Johnson City Public Library Board of Directors- June 8, 2010***