



Johnson City Public Library Digital and Social Media Policy

Purpose

Johnson City Public Library uses its social media accounts and digital platforms to further its mission of connecting people with educational and entertainment opportunities. The Library's online presence serves as an extension of the Library's welcoming and community-focused environment and aligns with its organizational and cultural values.

Definition

"Social media" is broadly defined here as any website, application, or account that enables users to obtain or share information with each other or Library employees. Social media includes, but is not limited to, Facebook, Instagram, YouTube, and review forums such as Google and Tripadvisor.

"Digital platform" is broadly defined here as any website or application through which Library employees share information with users. The Library's digital platforms include, but are not limited to, its website, blog, and podcast.

"Post" or "posting" is broadly defined here as any content shared by users or Library employees on the Library's social media sites in the form of posts, comments, or direct messages. Content includes, but is not limited to, texts, images, videos, audio files, and hyperlinks.

Public Use

Johnson City Public Library welcomes and encourages its users to post on its social media sites. Posting on the Library's accounts implies agreement with all Library policies, including its Digital and Social Media Policy and Internet Access Policy.

Social Media Posting

While the Library respects differences of opinion and freedom of expression, all online interactions are regularly monitored and reviewed for content and relevancy. The Library will remove any post from its social media sites that contains any of the following:

- Obscene or racist content
- Personal attacks, insults, or threatening language

- Statements which can be easily disproven
- Plagiarized or copy-written material
- Private, personal information
- Hyperlinks to material or sites not directly related to the discussion
- Commercial promotions or spam
- Organized political or religious activity or proselytizing
- Multimedia that falls in any of the above categories

The Library reserves the right to block or ban users who post content from the list above. Any social media user who has been blocked, banned, or had their content deleted may appeal this decision, by phone or email, to the Library Director.

User Privacy

Johnson City Public Library does not collect or use the personal information stored on social media sites unless granted permission by the individual user. The library may communicate with users through the site's platform and may request from the user alternative forms of communication (email, phone call, etc.).

Reproducing Users' Posts in Marketing Materials

Johnson City Public Library may reproduce any users' posts that appear on its social media accounts for use in its other digital and physical marketing materials. Any identifying information, other than the user's first name, is withheld unless the user gives prior approval.

Limited Liability

Users' posts on Library social media accounts do not reflect Library views.

The Library is not responsible for any liabilities, damages, or costs that may incur because of other users' posts.

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 social media.

Employee Use

To maintain a clear and consistent message, Johnson City Public Library is represented online only through the social media accounts and digital platforms created and managed by the Technology and Media Department.

Creating and Deleting Accounts

Library employees are not allowed to create or delete social media accounts for the Library unless given prior approval by the Marketing Coordinator and Library Director.

Posting on Library Accounts

The Library's social media and digital platforms are an extension of its traditional communication and customer service channels. For this reason, any online content created and posted by employees on Library accounts must reflect the Library's mission and values.

The Library's social media and digital platforms are all managed and monitored by the Technology and Media Department. Other Library employees may be given access to post on Library accounts, but only after getting approval from the Technology and Media Department or Library Director.

All digital content is monitored and reviewed by the Technology and Media Department. The Technology and Media Department and Library Director can edit or delete any content that does not align with the Library's mission and values or marketing strategy.

Responding to Users on Social Media

Library employees must remain neutral and professional in all Library posts and in response to users' questions or comments. Only the Marketing Coordinator, Library Director, or department managers can respond to user questions and comments that are posted on the Library's social media accounts.

The Library only responds to comments and questions posted directly on its social media accounts. It does not respond when users comment or express opinions on their own personal or other non-library accounts.

Approved by the Johnson City Public Library Board of Directors on November 8, 2015

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To be reviewed annually