

# SPOKANE COUNTY LIBRARY DISTRICT

## **POLICY: SOCIAL MEDIA**

APPROVAL DATE: November 20, 2012

REVISION DATE: September 15, 2020

### RELATED POLICY:

Code of Conduct

### **Purpose:**

Spokane County Library District endorses the use of carefully chosen social media tools as an important enhancement to the communication, collaboration, and information exchange among District staff, library customers, and the public. Social media use by libraries can provide streamlined, cost-effective marketing and outreach, deliver online programming, foster a sense of community between the library and its customers, and present interesting, relevant content to various audiences, just as in other library curatorial efforts.

### **Definition:**

Social media at the District is defined as any web application, site, or account that facilitates the sharing of ideas, opinions, and information about library-related subjects and issues, including the District website.

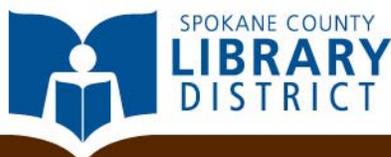
### **POLICY:**

Social media tools employed by the District are selected to enhance or provide a cost-effective means to deliver such library services, programs, and functions as:

- Community outreach, marketing, and publicity
- Education of the community in the use of library resources
- Readers' advisory services
- Information and reference services
- Book discussion groups
- Education readiness activities for pre-school children
- Reading incentive programs for all ages
- Cultural and educational programming
- Advertisement of volunteer and employment opportunities available at the District
- Additional library-related uses that may be explored or expanded upon as deemed reasonable by library administration
- A welcoming and inviting online space where library users will find and share useful, interesting, entertaining, and relevant information
- Support and interaction with community partners and events

### **Public Terms of Use:**

Spokane County Library District has no affiliation with any advertisements or other material posted by third-party sites or software. District social media sites are for individuals and other organizations to discuss things related to libraries, the District, and our community.



[www.sclcd.org](http://www.sclcd.org)

Administrative Offices  
509.893.8200  
fax 509.893.8472

Airway Heights Library  
509.893.8250

Argonne Library  
509.893.8260

Cheney Library  
509.893.8280

Deer Park Library  
509.893.8300

Fairfield Library  
509.893.8320

Medical Lake Library  
509.893.8330

Moran Prairie Library  
509.893.8340

North Spokane Library  
509.893.8350

Otis Orchards Library  
509.893.8390

Spokane Valley Library  
509.893.8400

By choosing to comment on District social media sites, including the District website, users agree to the following terms.

Comments are moderated by District staff, and the District reserves the right to not post or to remove comments that are unlawful or off-topic as determined in its sole discretion, including, but not limited to:

- Plagiarized material
- Off-topic comments
- Commercial material, spam, and solicitations
- Duplicate posts from the same individual
- Impersonation of another person or posting of someone's private information
- Profanity and political statements
- Any efforts to intimidate, harass, personally attack, or defraud another
- Any disruptive or excessive postings
- Posting meant to further illegal activity
- Sexual content or links to sexual content
- Statements that ridicule, malign, disparage, or otherwise express bias against any race, religion, disability, gender, and any status protected by law or District policy
- Content that reveals private, personal information without permission
- Posts that violate brand trademarks or copyrights
- Information that may compromise the safety or security of the public or library staff
- Images, executable programs, or any non-textual content
- Information or photos about member interactions without their permission
- Disclosure of confidential, legal, or private information held by the District, including that which pertains to staff or customers
- Any contests or promotions directed toward members or staff that are not approved by the Communication Department
- Content that violates federal, state, or local law
- Information that may tend to compromise the safety or security of the public or public systems

Persons, whether public or staff, who repeatedly violate these terms may be barred from further postings.

All comments are public records, and as such, are subject to public records laws and records retention schedules.

### **Staff Terms of Use:**

Library staff are encouraged to share District events, services, and community information on their personal social accounts with the following in mind:

- Refrain from identifying themselves as representing the District and/or the District's views, unless they are authorized to do so.



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- Preface their opinions about libraries, the District, or work duties with a disclaimer stating that their views do not necessarily represent the District's.
- Avoid sharing any proprietary or confidential information about the District, its customers, prospects, partners, or suppliers.
- Never post anything threatening, harassing, bullying, or defamatory or that could contribute to a hostile work environment by disparaging others based on race, gender, disability, relation, and any status protected by law or District policy.

The Executive Director will establish administrative procedures necessary to implement this policy. Any appeal of an administrative action under this policy will first be made in writing to the Executive Director and then to the Board of Trustees.

The District will make a good faith effort to implement this policy in a fair and consistent manner.



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