

SPOKANE COUNTY LIBRARY DISTRICT

**POLICY: SOCIAL MEDIA**

APPROVAL DATE: November 20, 2012

REVISION DATE: June 18, 2024

RELATED POLICIES:

Access to Library Services

Confidentiality of Library Records

Code of Conduct

Facility Use for Political Purposes

STATUTORY REFERENCE:

RCW 42.52.180

RELATED STATEMENT:

Privacy Notice (Website)

**Purpose:**

Defines the terms of use for social media platforms managed by the Spokane County Library District (District) in order to facilitate a welcoming and inviting online space for District residents to find and share District-related information.

**Definition:**

Social media includes all means of communicating or posting information or content of any sort via digital application or on the Internet, including any social network, blog, podcast, journal or diary, personal website, web bulletin board or a chat room, whether or not associated or affiliated with the District, as well as any other form of electronic communication. The most common forms of social media include, but are not limited to, Facebook, X (formally Twitter), Instagram, TikTok, Pinterest, YouTube, LinkedIn, Google, SnapChat, Twitch, Discord, and Reddit.

**POLICY:**

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

Social media tools employed by the District are selected to enhance the District's mission and present related content such as:

- A curated online space where customers will find and share useful, interesting, entertaining, and relevant library-related information
- 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
- Support and interaction with community partners and events

Additional library-related uses that may be explored or expanded upon as deemed reasonable by District administration.

**Terms of Use:**

This policy applies to all persons, whether members of the public or District employee. Those who repeatedly violate these terms may be barred from further postings on District-managed platforms.

Comments are moderated by the District and the District reserves the right to not post or to remove comments that are unlawful or violate the terms of this policy as determined in its sole discretion.

By choosing to comment on District social media sites, including the District website, users agree that posts may be removed for reasons which include, but are not limited to:

- Plagiarized material
- Comments unrelated to the District or District's mission
- Commercial material, spam, and solicitations
- Duplicate posts from the same individual
- Impersonation of another person or posting of someone's private information or any content that reveals private information without permission
- Profanity
- Use in violation of RCW 42.52.180, as amended
- Any efforts to intimidate, harass, personally attack, or defraud another
- Posting meant to further illegal activity
- Sexual content or links to sexual content
- Statements that ridicule, malign, disparage, or otherwise express bias against any status identified in the District's Access to Library Services policy, or otherwise protected by applicable law
- Posts that violate brand trademarks or copyrights
- Information that may compromise the safety or security of the public and/or District employees
- Executable programs or files
- 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 District employees or customers
- Any contests or promotions directed toward customers or District employees that are not approved by the Communication & Development Director or designee
- Content that violates applicable law

- Information that may tend to compromise the safety or security of the public or public systems

All comments are potential public records, and as such, may be subject to Washington State public records laws and records retention schedules.

**Additional Terms of Use for District employees:**

District employees are encouraged to share District events, services, and community information on their personal social accounts under the following conditions:

- Refrain from identifying themselves as a spokesperson or representing the District and/or the District's views, unless they are authorized to do so
- Preface their opinions about libraries, the District, or work duties with a disclaimer stating their views do not necessarily represent the District's
- Avoid using any logos, trademarks, or copyrighted materials without permission.
- Avoid sharing any proprietary or confidential information about the District, its customers, prospects, partners, or suppliers
- Refrain from posting anything threatening, harassing, bullying, or defamatory, or that could contribute to a hostile work environment, by disparaging others based on any status identified in the District's Access to Library Services policy, or otherwise protected by applicable law

**No Advertisement Affiliation**

The 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 topics related to libraries, the District, and our community.

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The Executive Director will establish administrative procedures necessary to implement this policy. In accordance with the administrative procedures, any appeal of an administrative action under this policy will first be made in writing to the Executive Director. Any subsequent appeal of the Executive Direction action and/or decision will be made to the Board of Trustees.

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