



SPOKANE COUNTY LIBRARY DISTRICT

POLICY: SOCIAL MEDIA

APPROVAL DATE: November 20, 2012

REVISION DATE: May 17, 2022

RELATED POLICY:

Access to Library Services

Confidentiality of Library Records

Code of Conduct

RELATED STATEMENT:

Privacy Notice (Website)

Purpose:

Spokane County Library District (District) endorses the use of carefully chosen social media tools as an important enhancement to 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 District 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.

Spokane County **LIBRARY DISTRICT**

509.893.8200

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

The BookEnd

Spokane Valley Mall

509.893.8275

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.

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 status identified in the District's Access to Library Services policy, or otherwise protected by applicable law.
- 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 and/or District 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 District staff or customers.
- Any contests or promotions directed toward customers or District staff 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.

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

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

Staff Terms of Use:

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

- Refrain from identifying themselves as 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 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.

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.