



# SOCIAL MEDIA POLICY

## A. OBJECTIVES AND DEFINITIONS

1. The Marion County Library endeavors to develop collections, resources and services that meet the informational, educational, cultural and recreational needs of Marion County's diverse community.
2. The library selects carefully chosen social media tools as an important enhancement to communication, collaboration and information exchange between library staff, library users and the general public regarding the library's resources and services.
3. Library social media offerings are intended to create a welcoming and inviting online space where library users will find useful and entertaining information. In some forums, users may be able to interact with library staff and other library users.
4. Social media is any website or application which allows users to generate and share content. "Social media" refers to community created content accounts such as, but not limited to, Discord, YouTube, wikis, Facebook or other social networks, Pinterest, Twitter, Instagram and other content sharing accounts. It includes:
  - a. material created by the library and maintained by library staff
  - b. material created by library staff on accounts hosted and created by the library
  - c. material created on other social media accounts when acting as a library employee
5. User discussion and contribution on library social media accounts is subject to the **Public Terms of Use** as stated herein.
6. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies. Content is subject to public records laws.
7. The Library Director will be the managing authority of all social media accounts.
  - a. Any social media account shall be created only with permission from the director.



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- b. Any change in the name, password, and settings of the library's social media accounts must be approved by the director.  
c. All content in any social media account is subject to being edited or deleted by the director.  
d. When posting material and comments on the library social media accounts, staff will always conduct themselves with professionalism and integrity as an online representative of the library.

## **B. PUBLIC TERMS OF USE**

1. The library has no affiliation with any advertisements or other material posted by third party sites or software.
2. By choosing to comment on library social media accounts, public users agree to these terms:
  - a. Comments are moderated by library staff, and the library has the sole discretion to not post or to remove comments that are unlawful or off topic.
  - b. Persons who repeatedly violate these terms may be barred from further postings.
  - c. The library does not collect, maintain or otherwise use the personal information stored on any third party social media account in any way other than to communicate with users on that site.
  - d. Postings which the library, in its sole discretion, deems unpermitted under this policy, or inappropriate, may be removed in whole or in part by the library without prior notice.
  - e. The library reserves the right to terminate accounts, ban or block users who have posted in violation of this policy.
  - f. By posting on the library's social media accounts, users give the library permission to use the content of any posting without compensation or liability on the part of the library. This permission ends when the posting is deleted.
  - g. Users should have no expectation of privacy in postings on library social media accounts, and by utilizing these accounts, users consent to the library's right to access, monitor and read any postings on the accounts.
  - h. The library's social media accounts may be considered public records. If copies are requested, the library will respond as provided in the Arkansas Freedom of Information Act (ACA 25-19-101 et seq.). Fees will be charged, as set by the director.



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### **C. POSTINGS WHICH WILL NOT BE PERMITTED**

1. Postings inconsistent with the stated purpose of the social media policy, as determined by the library, in its sole discretion. The following examples of postings not permitted include, but are not limited to:
  - a. Advertisements
  - b. Spam
  - c. Postings which contain obscene matter, or of a sexual nature
  - d. Postings which are not appropriate for audiences of all ages to read or seem disparaging, harassing, abusive, profane or offensive postings
  - e. Postings that are hateful, threatening, pornographic, that contain graphic or gratuitous violence
  - f. Potentially libelous or defamatory postings
  - g. Postings which contain privileged, proprietary, or confidential information about any person, business, or entity
  - h. Postings which violate or potentially violate local, state, or federal laws, including, without limitation, intellectual property and copyright laws
  - i. Postings which discriminate on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed, or ancestry
  - j. Postings which are sexually harassing, including, without limitation, epithets, slurs, negative stereotyping, sexual rumors that show hostility toward individuals based on gender, derogatory comments about an individual's body or appearance, unwelcome sexual compliments, innuendos, suggestions or jokes.
2. Postings shall not include contact information for people, businesses or agencies other than the library. Postings shall not be linked to any other account unless pre-approved by the director.



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## **D. PHOTO/VIDEO**

1. The library is a public space. All library events occur in public venues. Attendees to library events should not have a reasonable expectation of privacy.
2. Photographs/video may be taken during library events, which may be posted on the library's social media accounts.
  - a. Adult attendees at such events are responsible for avoiding any unwanted photo or video being taken of them.
  - b. Parents and guardians of any minor attendee will have to give written permission before the face and/or name of the minor is posted on any library social media accounts.

## **E. APPEAL**

1. A user of any of the library's social media accounts who feels he/she has been unfairly banned or his/her content has been unfairly removed from the library's social media accounts may appeal to the library board in writing, within five (5) days of the person being banned or content being removed..
2. Appeals will be reviewed at the next regularly scheduled board meeting. The decision of the board is final.

## **F. DISCLAIMER**

The library is not responsible or liable for the content of postings by third parties on any library social media account, and postings do not reflect the opinions or positions of the library, its employees, or its board of trustees.

Adopted by the Marion County Library Board  
April 08, 2021

*Curt Bryant*  
Curt Bryant, Chair