



## Social Media Policy

This policy sets forth guidelines for the establishment and use by the Orange City Public Library of social media sites as a means of conveying information to the public. The intended purpose of social media is to provide information from and about the library, and to advocate for core issues related to the library's vision, mission, and values.

### General policy

1. The establishment, administration, and use of social media is subject to approval by the Administrative Librarian.
2. Social media must use library branding and logos to clearly identify ownership.
3. Social media accounts will only join groups or follow a page if it relates to official library business, services, and events.
4. Social media should link to the Orange City Public Library website for information, services, and documents whenever applicable.
5. The Administrative Librarian (or appointee) monitors social media content to ensure that library policy and interests are represented.
6. Social media posts must adhere to federal, state, and local laws or regulations.
7. The library reserves the right to restrict or remove any content that violates this policy or any applicable law. The Administrative Librarian (or appointee) will retain information related to the removal of content for 1 year including the time, date, and identity of the individual, when available.
8. The Orange City Public Library's website is <https://www.orangecitylibrary.org/> and is its primary online presence.
9. The Freedom of Information Act, open records law, and record retention schedules apply to social media. Content must be managed, stored, and retrieved to comply with these laws. Records include library related media, subscriber/follower lists, and communications.
10. Employees representing the library on social media or responding privately as Individuals must use conduct that is professional, ethical, and is subject to provisions as presented in the Personnel Policy.

## Comment policy

The Orange City Public Library encourages social media posts and at the same time operates as a limited public forum which is moderated by library staff. The library reserves the right to deactivate the comment feature on library social media sites, at any time without prior notice.

1. Comments posted by individuals on Orange City Public Library social media sites are their sole opinion and publication is not an endorsement by the Orange City Public Library. Comments containing the following content are prohibited and are subject to removal by the Administrative Librarian (or appointee).
  - a. Abusive, vulgar, or obscene comments
  - b. Sexual content including links to sexual content
  - c. Comments that are off topic
  - d. Content that encourages or perpetuates discrimination, defamation, or personal attacks
  - e. Threats
  - f. Political commentary
  - g. Solicitation or advertising
  - h. Violations of federal, state, or local law
  - i. Encouragement of illegal activity
  - j. Information that compromises the safety or security of the public or public systems
  - k. Violations of copyright or legal ownership
2. Protected information includes the following and will be removed immediately:
  - a. Social security numbers
  - b. Financial account numbers
  - c. Dates of birth
  - d. Names of minor children
  - e. Taxpayer identification numbers
  - f. Personal identification numbers
  - g. Other unique identifying numbers
3. The Orange City Public Library reserves the right to deny access to its social media sites for anyone violating its Social Media Policy, at any time and without prior notice. The library reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
4. The following response can be used to warn individuals about their content: "Your recent post is in violation of the Orange City Public Library Social Media Policy. Please refrain from posting inappropriate content in the future. If you do not refrain from posting such content, we will block you from this forum. Thank you for understanding."

5. Library staff shall monitor library social media sites for comments requesting responses from the library and for usage in violation of this policy.
6. The Administrative Librarian (or appointee) shall determine how employees must identify themselves when participating in the social media forum.

The Social Media Sites Policy must be displayed to users on the social media site, or the site must contain information for users about where they may find the Social Media Policy.