

Social Media Policy

Ritzville Library District #2 (RLD2) uses social media to increase awareness of and accessibility to its programs, resources, and services. The purpose of this policy is to address use of social media activities including but not limited to blogs, social networks, online communications, online catalogs, websites, and mobile applications used by the Library and its employees, volunteers, trustees, and patrons.

RLD2's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but a limited public forum to discuss Library programs, events, and materials. RLD2 does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on its social media accounts.

The Library reserves the right to deny or remove any comments, tags, and/or images that violate this Social Media Policy, the Library's Safety Policy or the law. The library is not responsible for the content on the pages of friends, fans, or followers of the library. The library does not endorse or review content of third-party sites

The Library Director is the managing authority for the Library's social media. All social media accounts for the Library are created only with permission of the Library Director. Modifying account settings, changing passwords, adding/deleting account administrators, etc. must be approved by the Library Director or a designee to ensure continuity, functionality, and a professional representation of the Library in virtual spaces.

Library Sponsored Social Media

Only those employees responsible for RLD2's social media sites should be actively participating on those sites during work hours. Employees who contribute to RLD2's social media should present content in a professional manner and should check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors, and check grammar and spelling before posting. Employees should not discuss confidential, work-related matters through social media.

Employee Personal Use of Social Media

RLD2 employees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern. As public employees, library employees are cautioned that speech made pursuant to official duties is not protected under the First Amendment and may form the basis for discipline if deemed a violation of any policy of RLD2.

Employees should keep in mind the following best practices when posting content about library-related subjects and issues on personal time:

- If you identify yourself as an employee of RLD2, make it clear that the views expressed are yours alone and do not represent the views of the Library.
- Respect RLD2's confidential and proprietary information. Do not post information that is still in draft form or is confidential.

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- No comments with any kind of negative, mocking, condescending, etc. slant should be made about patrons in general, about specific questions from patrons or about patron behavior on RLD2's social media sites.
- RLD2 does not endorse, monitor or review the content of personal, non-library related social media activity of its employees.
- Employee use of personal social media is not permitted during work hours except for work-related purposes such as professional development or library-related social media outlets.

Trustee Use of Social Media

Library trustees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern. Trustees should keep in mind the following best practices when posting content about library-related subjects and issues on social media:

- If you identify yourself as a Library Trustee, make it clear that the views expressed are yours alone and do not represent the views of the Library or other trustees.
- Respect RLD2's confidential and proprietary information. Do not post information that is still in draft form or is confidential.
- No comments with any kind of negative, mocking, condescending, etc. slant should be made about library patrons or staff in general, about specific questions from patrons, about interactions with library staff or about patron behavior on RLD2's social media sites.

Posting on Social Media

RLD2 permits patrons to comment on library posts, and patrons are invited to share opinions about library-related subjects, resources, and programs. Postings do not indicate library endorsement of the ideas, issues or opinions expressed in posts on its social media sites.

Patrons should have no expectation of privacy in postings on Library social media sites. By utilizing these sites, they consent to the Library's right to access, monitor, and read any posting on the sites. The Library's social media content is considered public record and is subject to RCW 42.56 (Public Records Act) and RCW 40.14 (Preservation and Destruction of Public Records).

The purpose of RLD2's social media sites is to inform library users about educational opportunities, library programs, events (including those co-sponsored with other organizations), and materials, and to encourage dialogue and the exchange of information and knowledge between users and library staff about these programs, events, and materials.

RLD2 reserves the right to restrict or remove any content that is deemed to be in violation of this policy or any applicable law. Content that is deemed not suitable for posting by RLD2 because it is not topically related to the particular subject being commented on or is deemed prohibited based on the criteria defined below shall be retained pursuant to the records retention schedule along with a description of the reason(s) the specific content was deleted.

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Content and comments on RLD2's social media accounts containing, but not limited to, any of the following forms of content and postings shall not be allowed:

- Obscene matter, profanity or material/communications of a sexual nature
- Content that promotes, fosters or perpetuates discrimination and/or harassment on the basis of race, creed, color, age, gender, marital status, religion, national origin, physical or mental disability, sexual orientation, ancestry or any other protected category
- Anything that personally insults individuals by name or reference
- Slanderous, libelous, threatening, harassing or defamatory statements
- Copyrighted or trademarked material
- Spam or unrelated links in comments
- Content not related to Library business, programs, events, resources, and materials
- Any activity prohibited by the Library's Code of Patron Conduct
- Advertising or sale of merchandise or services
- Charitable solicitations or political campaigning
- Any activity prohibited by law not otherwise mentioned above

Patron Participation

By joining, utilizing and/or posting on the Library's social media sites, patrons agree to comply with this policy as well as the Library's policy on internet and computer use, as applicable. This policy applies whether or not a patron chooses to post comments using a computer at the Library or when posting from any other computer to any Library social media site. While the Library encourages dialogue, it respectfully requests that commenters be mindful that its social media sites are open to the public and that commenters be courteous and civil toward one another.

Patrons are personally responsible for their commentary. Patrons should be aware that they may be held personally liable for commentary that is defamatory, obscene, proprietary or libelous by any offended party, not just the Library.