

SOCIAL MEDIA POLICY	
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Date(s) of Revision:	Date(s) of Review:

The Libraries of Stevens County (Library) maintains accounts on social media platforms and relevant virtual networks to provide information about the Library and its services. These accounts also offer the public an online space to ask questions and engage in discussions about the Library’s offerings and related topics. By accessing, posting, or commenting on the Library’s social media, individuals agree to the terms of this policy.

Purpose

This policy establishes the proper use of the Library’s social media by library trustees, staff, library support groups (i.e. Friends, Foundation, etc), and the public. The Library uses social media to facilitate the sharing of ideas, opinions, and information about library-related subjects and issues. The Library uses inclusive platforms to connect equitably with the diverse people of Stevens County.

Definitions

Social media: defined as websites and applications that enable people who use them to create and share content or to participate in social networking.

Policy

The Library’s social media constitutes a limited public forum. The Library monitors its social media and reserves the right to moderate, edit, delete, move, restrict, close, or remove any comment that violates the Library’s policies. The Library encourages people to familiarize themselves with the rules applicable to users of the various social media platforms.

All Library social media sites are managed by the Public Services Manager and the Marketing Specialist(s), who are responsible for generating social media content, responding to messages, reviews, and comments, and maintaining the “virtual voice” of the Library. The Library maintains one account for all library branches; no individual account pages shall be created for individual branches unless specific to business operations (location, hours of operation, etc). All social media posts and comments are public records, and the public is strongly encouraged to protect their privacy when commenting.

Trustees, library support group volunteers, and staff should contact the Public Services Manager and the Marketing Specialist(s) if they feel there is information to be shared on the library’s social media channels.

When Trustees, library support group volunteers, or staff speak of the Library on their personal social media accounts, they must not speak on behalf of the Library District. Furthermore, if trustees or library support group volunteers wish to discuss the Library in an ongoing matter, they must create a separate account specifically for their role as a Board of Trustee member/library support group volunteer. This account should not use any Library resources for its management, and trustees and volunteers shall be aware that content on such accounts must abide by the First Amendment, follow the rules of social media platforms, and could be subject to public records requests.

Communications to the Libraries of Stevens County on social media do not constitute official notice to the Library or any Libraries of Stevens County personnel. The Library is not responsible for external content and provides outside links and/or shares community information as a convenience only. Opinions expressed by others on the Library's social media do not reflect the opinions of the Library. All information and materials generated by the Library, library employees or volunteers, and provided on the Library's social media are the property of the Libraries of Stevens County, which retains copyright on all text, graphic images, and other content produced by the Library and found on the Library's social media.

Commercial use of the Library's text, logos, photos, or other graphics is prohibited without permission from the Libraries of Stevens County Marketing Specialist(s) or management team.

Social media participation by the Stevens County Rural Library District shall adhere to the [First Amendment of the United States Constitution](#), to the principles established in the [Library Bill of Rights \(and its interpretations\)](#) and the [Freedom to Read Statement](#), both endorsed by the American Library Association, and the [Washington Library Association's Intellectual Freedom Statement](#), all four of which are made a part hereof.

Associated Policies

[Rules of Conduct](#)

By the enactment of this policy the Board of Trustees of Libraries of Stevens County is concurrently rescinding any prior policy or procedure that is either in conflict with or expansive of the matters addressed in this policy.