

313: Social Software Policy for Patrons

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This policy establishes procedures for the establishment and use by the Northbrook Public Library of internet resources commonly referred to as “social media sites” as a means of obtaining or conveying Library information to and from its citizens in furtherance of various goals. This policy also establishes policies and guidelines for employee use of Library Internet systems and computers, and their social media activities.

The purpose for use of social media sites is to obtain and disseminate information useful to and about the Library. The Library encourages the use of social media to further the goals of the Library and the missions of its departments, where appropriate, and subject to the terms and conditions set forth in this social media policy. However, a Library social media site is not intended to be a public forum and the comments and discussions that take place on the site will be moderated by the Library for compliance with this policy and the terms of use of the respective social media site.

The library’s computer, Internet systems, social media sites, and electronic devices are very important ways for us to communicate with each other and our patrons. The purpose for use of the library’s computer system and devices is to conduct public business and to obtain and convey library information in furtherance of public goals. For both legal and practical reasons, it is essential that we work together to maintain the integrity of these systems and devices.

APPROVAL AND ADMINISTRATION

1. The establishment and use by any department of Library social media sites are subject to approval by the Board of Trustees.
2. All Library social media sites shall be administered by the Executive Director. The Executive Director and his or her designees shall be trained regarding the terms of the social media policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy. The Executive Director or his or

her designees will be responsible for monitoring content on Library social media sites to ensure adherence to both the library's social media policy and the interest and goals of the library.

3. Wherever possible, library social media sites should link back to the official library website for forms, documents, online services and other information necessary to conduct business with the library. The library encourages users to create original content on the library's website rather than social media sites.
4. All social networking sites should clearly indicate that any content submitted for posting on the site is subject to public disclosure.
5. 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.
6. Any content removed based on these guidelines must be retained by the Library for a reasonable period of time, including the time, date, and identity of the poster, when available.

COMMENT AND TERMS OF USE POLICY

Comments containing any of the following inappropriate content shall not be permitted on Library social media sites and are subject to removal and/or restriction by the Executive Director or his/her designees:

1. Profane, obscene, violent, sexual, or pornographic content and/or language;
2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, age, religion, gender, sexual orientation, or national origin;
3. Threats to any person or organization;
4. Solicitation of commerce, including advertising of any business or product for sale;
5. Conduct in violation of any federal, state, or local law, regulation, or policy;
6. Encouragement of illegal activity;
7. Information that may tend to compromise the safety or security of the public or public systems;

8. Spam or links to other sites;
9. The promotion of commercial activities not related to Library business;
10. Content in support of or opposition to political campaigns or ballot measures;
11. Content that violates a legal ownership interest, such as a copyright or trademark.

A comment posted by a member of the public on any Library social media site is the opinion of the poster only, and publication of a comment does not imply endorsement of, or agreement by, the Library, nor do the comments necessarily reflect the opinions or policies of the Library.

The Library reserves the right to deny access to Library social media sites for any individual who violates the library's social media policy, at any time and without prior notice.

When a Library employee responds to a comment on a Library social media site in his/her capacity as a library employee, the employer's name and title should be made available, and the employee should not share personal information about themselves, or other library employees.

All comments posted to any library Facebook site are bound by Facebook's terms of use and the library reserves the right to report any violation of Facebook's terms of use to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

Users who enter private or personal information on Library social media sites do so at their own risk, and the Library is not responsible for any damages resulting from the public display of, or failure to remove, private or personal information.

The social media policy and terms of use may be amended from time-to-time, without further notice.

COMPLIANCE WITH LAWS

All Library social media sites must adhere to applicable federal, state, and local laws, regulations, and policies.

Library social media sites and content may be subject to the Illinois Freedom of Information Act. Any content maintained in a social media format that is related to Library business may be a public record subject to public disclosure. Content related to Library business must be maintained in an accessible format so that it can be produced in response to a request.

The Illinois Local Records Act may apply to social media content. The Department maintaining a site must preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a Library server in a format that preserves the integrity of the original record and is easily accessible.

E-discovery laws may apply to social media content and, therefore, content must be able to be managed, stored, and retrieved to comply with these laws