

## WAUKESHA PUBLIC LIBRARY

### POLICY: **SOCIAL MEDIA GUIDELINES**

Approved by Library Board: 8/10/23

Number: B-5

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### **Purpose**

The purpose of Waukesha Public Library's social media accounts is to further advance the Library's mission to enrich, empower, and engage everyone in our community. These guidelines are meant to give staff members the tools they need to manage a successful social media account and to assist in providing a high level of online customer service. For the purposes of these guidelines, "social media" refers to any public website or application that enables users to create and share content or to participate in social interaction. Examples include, but are not limited to, Facebook, Instagram, and YouTube.

### **Accounts**

The Library's social media accounts are maintained by the Marketing and Communications Department. It is expected that any social media account representing the Library will be maintained using a high professional standard. Accounts that cannot be regularly updated should be suspended. Every effort will be made to create unique content for each account whenever possible. The Library Director has the authority to suspend any social media account at any time.

### **Content**

Posts should inform the public about Library programs, services, collections, and resources. They may also promote libraries in general, reading, literacy, and local events when appropriate. The Library will actively encourage discussion by soliciting user response and by posting photos, videos, and other dynamic content. In general, the Library will not post materials on behalf of other organizations. If the Library is partnering with another organization on a program or a project, posting information about the joint venture is encouraged.

Social media posts, as with all other promotional materials, should be positive in tone and should reflect the values and viewpoints of the Library (rather than of the individual). Graphics, photos, and/or videos should be added to posts whenever possible to increase visual interest.

No content or links that involve or are related to any of the following will be posted:

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- Items involved in litigation or that have potential to be litigated in the future
- Nonpublic information of any kind
- Illegal or banned substances and narcotics or encouragement of such activity
- Explicit sexual content
- Defamatory, libelous, offensive, or demeaning material
- Profane language
- Plagiarized material or content that violates a legal ownership interest of any other party
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, ancestry, national origin, age, gender, handicap or disability, arrest or conviction record, marital status, sexual orientation, military service, or the use or nonuse of lawful products outside of the workplace
- Private/personal matters of yourself or others
- Disparaging/threatening comments about or related to anyone
- Personal, sensitive, or confidential information of any kind

Because the content of the Library's social media accounts is considered public record, no posts or comments will be permanently deleted. Inappropriate or obscene comments may be hidden from public view at the Library's discretion. The Library is not responsible for the content of posts made by third parties and will hide third party posts if they include spam, advertisements, solicitation, unauthorized sales, or any other comment that violates the Library's Code of Conduct. The full content of Waukesha Public Library's social media accounts is maintained by ArchiveSocial, which is provided by the City of Waukesha.

### **Photos and Videos**

The Library may post photos and videos from Library events and from any event in which the Library participates. The following disclaimer is posted with each Library event on [WaukeshaPublicLibrary.org](http://WaukeshaPublicLibrary.org):

#### *Photo/Video Permission*

*Staff often take photos or videos during Library classes, programs, and events. The Library may use these photos/videos for publicity in print, on social media, and on our website. If you do not want a photo/video of yourself or your child*

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*taken, please inform the person in charge immediately prior to the event taking place.*

This statement will be reiterated at the beginning of each Library event, giving attendees the opportunity to opt out of having their photo/video taken. When photos/videos are taken of large groups, including large groups of children, verbal permission does not need to be obtained. If a photo/video is taken of an individual child, verbal permission will be obtained from a parent or legal guardian before using the photo/video. To ensure the privacy of all individuals, the Library will not use full names without approval from the subject or the subject's parent/legal guardian.