Social Media Policy

Purpose
The Shenandoah Public Library may sponsor blogs, wikis, photo sharing, video sharing, tagged websites, and other social networking sites or applications to further its mission to connect library users and community residents to the world of ideas. Shenandoah Public Library's sponsored sites are also a place for the public to share opinions about library-related subjects and issues.

Content
The goals of Shenandoah Public Library's sponsored social networking sites are
- To inform the public about library resources and activities,
- To increase the public's use of library resources,
- To provide additional communication with members of the public.

Publicly posted information will be professional and reflect positively on Shenandoah Public Library as well as the City of Shenandoah, its staff, volunteers, and services. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar when publishing any posts. Shenandoah Public Library reserves the right not to publish any posting, or to remove it later. The Library regards any original postings as proprietary and any sharing of those to other sites should include an attribution acknowledging the Library as the source.

The Library's Social Media Policy, while specific to library usage, falls under the umbrella of the City of Shenandoah's Social Media Policy as written in the employee handbook.

Comments from the Public
Where moderation of comments is an available option, comments from the public will be moderated before posting by Shenandoah Public Library's designated staff editors. Shenandoah Public Library reserves the right to modify or remove any messages or postings that
- use offensive language,
- are deemed to be abusive or defamatory,
- violate copyright, trademark right, or other intellectual property right of any third party,
- are considered to be spam or commercial in nature,
- are off topic.

Shenandoah Public Library is not obligated to take any such actions and will not be responsible or liable for content posted by any participant in a Library-sponsored social networking service. Forums, comments, and messaging may not be used for commercial purposes or for organized political activity.

Users should have no expectation of privacy in postings on Shenandoah Public Library-sponsored social media sites, and by utilizing these sites, they consent to the library's right to access, monitor and read any postings on the sites. By posting on the Shenandoah Public Library's social media sites, an individual gives the library permission to use their name, profile picture, and the content of any posting they make without compensation to them or liability on the part of the Shenandoah Public Library.

The Shenandoah Public Library's social media sites may be considered public records under Iowa Public Records laws. If requested, the Shenandoah Public Library may be compelled to disclose public records to third party requestors.

Management of Social Web Applications
The Library Director must approve Shenandoah Public Library's use of a social web application before it goes live. A staff member will set up each site (as appropriate) using design elements reflective of the Shenandoah Public Library adapted to the function and purpose of the site. Other setup questions and problems can be directed to the Technology Librarian.

Shenandoah Public Library assumes no liability regarding any event or interaction that takes place through any social networking service and does not endorse content outside that created by Shenandoah Public Library staff. Participation in Shenandoah Public Library social networking services implies agreement with all Library policies.

Hosting, Training, and Support
The Shenandoah Public Library staff reserves the right to determine where all social media sites will be hosted, and which parties are responsible for the maintenance and administration of each site. As technologies evolve, use of other hosting sites may be approved at the discretion of the Library staff.

Shenandoah Public Library staff will install any necessary technical updates needed for the basic operation of tools hosted at approved sites. The Technology Librarian will provide basic training to the primary staff members responsible for editing and maintaining the sites.

Expressions of Concern
The Shenandoah Public Library Director and the Board of Trustees welcome feedback from patrons. All patron concerns will be handled promptly and courteously as detailed in the Appeals Process Policy.

References
This policy was adapted from the West Branch Public Library Social Media Policy (West Branch, IA) and the Ames Public Library Use of Library-Sponsored Social Media Policy (Ames, IA), which was adapted from the Cumberland County Library System (Carlisle, PA) Social Networking Policy.