

WEBSITE AND SOCIAL MEDIA POLICY

I. Purpose:

The purpose of the Website and Social Media Policy is to set forth guidelines for the establishment and use of Library social media sites and its website as a mean of conveying Saranac Clarksville District Library information to the public.

Library social media is intended to create a welcoming online space for library users to interact with the Library and for the Library to communicate and promote library services, resources, and programming.

II. Authority over Social Media Accounts.

The Library Board has the authority to determine whether a particular social media account is used by the Library. This Policy only applies to official Library social media accounts. The social media accounts of individual employees or Board members are not subject to this Policy

III. Definitions

“Social media” is defined by Merriam Webster Dictionary as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).”

IV. Rules of Use:

The Saranac Clarksville District Library allows comments and messages. The Library reserves the right to (but is not required to) hide or remove comments and messages if they violate the rules of use. The Saranac Clarksville District Library is not responsible or liable for content posted by users of our website or social media platforms.

To ensure a safe space to discuss Library services, resources, and events, content containing any of the following may be hidden or removed.

- Obscene, illegal, sexually harassing, threatening, racist, or abusive speech
- Threats to any person or organization, and any post that affects the safety and security of the Library, its property, patrons and staff or creates a hostile work environment
- Private or personal information, including phone numbers and addresses, or requests for personal information
- False or misleading information, and any statement by a user under a false name or any falsification of identity
- Spam or other commercial messages and posts that would violate the Michigan Campaign Finance Act or other election laws
- Comments not related to the original topic, including random or unintelligible comments
- Solicitation of funds

- Any comment, post or other content that violates any person's intellectual property rights, including but not limited to violations of the Copyright Act.
- Any information deemed harmful to minors in violation of the Michigan Library Privacy Act
- Any post that violates any Library policy
- Conduct in violation of any federal, state or local law
- Encouragement of illegal activity
- Any images, links, or other content that falls into the above categories

V. Denial and Right of Appeal.

The Library reserves the right to remove or hide any comments that do not follow these guidelines and to block or ban users you have violated this policy. To the extent the Library has sufficient contact information, the Library will message users who have been blocked or whose content is deleted to explain the issue and notify the person of the action.

Any person who has been blocked or whose post or comment has been deleted has the right to appeal that decision to the Library Board. The appeal should be sent to the Library Director within 10 business days of the (1) decision to block or ban, or (2) deletion of the post or comment, whichever is applicable. The decision of the Library Board is final.

VI. General Complaints.

The Library asks that individual user complaints be sent directly to a manager or the Director so that they can be addressed efficiently. Social media is not the mechanism used by the Library to document or address Library user problems and concerns, or influence Library policy, procedures, or programs.

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