

POLICY REGARDING SOCIAL MEDIA

The Beaumont Library District's "Library" use of social media services and tools is designed to maximize the public relations options available. The Library permits the use of social media sites as a means to disseminate information from the Beaumont Library District to their members of the public. Consequently, the Library has both an expectation and a responsibility regarding the integrity and presentation of information posted on its social media sites and the content is attributed to the Library, its Department and its officials.

"Social media sites" are defined in which content is created by individuals using publishing technologies through and on the internet. The types of content and examples of services to which this policy applies include, but are not limited to:

- Media Sharing- Examples: YouTube, Flickr, Instagram and iTunes
- Blogging- Examples: WordPress, Blogger, X
- Social Networking- Examples: Facebook, LinkedIn
- Social Bookmarking- Examples: Reddit, Pinterest
- Widgets- Examples: Google Maps, Facebook "Like"

"Library social media sites" means social media sites and content which the Library establishes and maintains, with the exception of content from advertisements or hyperlinks provided by the social media sites owners, vendors, or partners. The Library social media sites do not replace the Library's required notices and standard methods of communication.

"Posting" shall mean any writing, image, video, download, audio file, and hyperlinks to other websites [or media which is downloaded, referenced, inserted,] or placed upon any Library social media site. Responsible use of social media includes:

- The establishment of the Library social media sites is subject to approval by the Library Board and the Library Director.
- The Library reserves the right to edit the content of or terminate any Library social media site at any time without notice.
- The content of the Library social media sites shall pertain to Library sponsored or Library endorsed programs, services, events and issues that promote literacy and reading. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.
- All Library social media sites shall adhere to applicable federal, state and local laws, regulations and policies. This includes, but is not limited to laws pertaining to Copyright and Fair Use.
- Any content maintained on a Library social media site that is related to Library business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record.

- Employees representing the Library on any Library social media sites shall conduct themselves at all times as a professional representative of the Library and in accordance with all Library policies.
- Postings must contain information that is freely available to the public and not be proprietary or confidential as defined by any Library policy or state or federal law.
- Any employee authorized to post items on any of the Library's social media sites shall not express his or her own personal views or concerns through such postings. Postings shall only reflect the views of the Library's vision and mission.
- Only those employees responsible for the Library's social media sites should be actively participating on those sites during work hours.
- Employees who contribute to the Library's social media should present content in a professional manner and should check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors and check grammar and spelling before posting.
- Library's social media sites should use authorized Library contact information for account set-up, monitoring and access. The use of personal email accounts or phone numbers by any Library employee is not allowed for the purpose of setting-up, monitoring, or accessing a Library social media site.
- You should have no expectation of privacy in postings on Library media sites, and by utilizing these sites, you consent to the Library right to access, monitor and read any postings on the sites.
- Without prior authorization, postings to Library social media sites shall NOT contain any of the following:
 - Comments in support of, or opposition to, political campaigns, candidates or ballot measures;
 - Profane language or content;
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, military services, national origin, physical or mental disability, sexual orientation, as well as any other category protected by federal, state, or local laws;
 - Sexual content or links to sexual content;
 - Spam and Solicitations;
 - Libel, conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems; or
 - Copyrighted or trademarked material; Content that violates a legal ownership interest of any other party.
- The Beaumont Library District employees are reminded that as representatives of the Beaumont Library District that the above rules and guidelines must be taken into consideration when participating in these services at any time.
- Employees should use discretion and common sense when employing social media to help prevent inadvertently compromising professional, legal, or ethical standards.

- Employees should refrain from using social media services and tools for personal use while on work time.

Photographs may be taken at Library events to be placed and used on the Library's social media sites. An announcement will be made regarding possible photographs being taken. People can deny their right to be photographed.

Adopted by Board of Trustees - 4/29/14

Reviewed - 3/31/16

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