



Social Media Use Policy

Background and Purpose:

The East Morgan County Library District (“Library District”) uses social media platforms to promote library services, programs and resources to the community.

Unless specifically noted, when the Library District establishes a website or social media account it does so to communicate to the public, to inform, and to relay official Library District content. The Library District, therefore, regulates Library District social media sites that it maintains for the following reasons:

- Posts on Library District social media sites appear to carry the approval of the Library District and unauthorized posts on those sites can confuse people as to whether the Library District endorses the post or if a specific post forms a position of the Library District and whether it is the Library District’s official position.
- Library District social media sites are not intended to operate as a traditional open public forum as there are ample open forums for purposes of expressing opinions and views.

This Policy is adopted to provide guidance and information to the public on the Library District’s use of social media and guidance to Library District officials and employees on the use of social media.

Policy:

The Library District’s social media sites may be designated as a limited public forum. As such, the Library District’s social media outlets may be moderated for compliance with this policy and on-topic discussion and may or may not allow for user comment. If comments are allowed, user comments should remain regardless of the viewpoint expressed in the comment and whether it is favorable or unfavorable to the Library District; provided, however, that comments must not violate Library District policy, especially as it relates to discrimination, unlawful harassment, and illegal activities; and comments must not endorse a political candidate, party or commercial product. No comments will be removed without the review and authorization of the Library District Director, Assistant Director or designee. If a comment is removed due to violation of the Library District’s General Services Policies, copies of the comment will be retained by the Library District. The Library District Director, or his or her designee, is the final decision-making authority for the approval or denial of any comments on the Library District’s social media sites and the use of such sites by the Library District.

Library District officials and employees must identify themselves by name and position title when participating in Library District social media sites. Library District officials and employees may not claim to speak on behalf of the Library District or Board of Trustees when participating in social media sites unless authorized to do so by the Library District.



Public comments on social media platforms do not reflect the views or positions of the Library District, employees, or Board of Trustees. Social media users should exercise their own judgement about the quality and accuracy of any information presented through social media.

The Library District may occasionally refer to public comments made on social media. Please be advised that social media platforms have their own privacy policies, and those policies should be carefully reviewed.

If engaging in discussion regarding Library District business or commenting on a post involving Library District business, Library District officials and employees must use a disclaimer, which establishes that their comments represent their own opinions and do not represent those of the Library District (for example, “it is my individual, personal opinion . . .”).

Library District officials and employees must not attribute personal statements or opinions to the Library District when engaging in private blogging or postings on social media sites. If through their identification or their posts, there is reasonable confusion as to whether their statements might be attributable to the Library District, then the Library District officials and employees should clarify that the post is their own and not those of the Library District. A clear and conspicuous disclaimer will usually be sufficient to dispel any confusion that may arise.

Library District officials and employees must not use their Library District email account or password in conjunction with a personal social media site.

Library District officials and employees must not use a Library District brand, logo, or other Library District identifiers on their personal sites, nor post information that purports to be the position of the Library District without *prior* authorization.

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