Social Media Policy

The Sioux Center Public Library makes use of social media to reach out and be more easily accessible to current and potential library users. Social media allows the library to meet users where they are, and give staff and public a convenient way to interact, ask questions, and share information, ideas, and opinions on topics related to the library's mission, services, and collection. The library uses social media to promote upcoming library events, programs, services, and classes. The library will also share posts from other sources that communicate the love of reading, libraries, literacy or life-long learning or that contains timely and pertinent information for our community. The library will post pictures of children, teens and adults in library programs or utilizing library services unless notified by the patron(s) not to publish their image.

Social media is defined as any website or application that allows people to create and share information in a virtual environment including, but not limited to, Facebook, Twitter, Instagram, and blogs.

Public Usage

The Sioux Center Public Library encourages community members to comment, post, share, message, etc. on all library social media accounts and to write book reviews on the online catalog and on the book review sticker inside library books. However, the library reserves the right to remove any comment, post, or message. The library director may also remove tags or links to other accounts at his/her discretion.

Examples of comments, posts or messages that are not permitted include, but are not limited to:

1. Personal attacks of any kind.
2. Offensive comments that target any ethnic, racial, or religious group.
3. Comments that we deem are inappropriate or use offensive language.
4. Postings which advocate illegal activity.
5. Pornography or any communication that refers to sexual activities.
6. Spam.
7. Postings which promote particular products or political organizations.
8. Postings which contain privileged or confidential information about any

organization, person, or entity.

9. Postings which violate or potentially violate local, state, or federal laws including intellectual property and copyright laws.
10. The library reserves the right to block users from posting content if they violate these guidelines.

The Sioux Center Public Library is not responsible or liable for any content posted by any participant in a library social media forum who is not a member of the library staff. Third party postings do not reflect the opinions or positions of the Sioux Center Public Library, the library board, or the City of Sioux Center.

Staff Usage

Any use of social media for official library business will be done by the library director and by the staff members that s/he authorizes. The library director is responsible for designating appropriate access levels. The library director must approve the creation of any new social media accounts and the deletion of any accounts that no longer serve the library's purpose.

Content created or posted on social media by library staff should adhere to the following guidelines:

1. Content should add value.
2. Content should be up-to-date.
3. Respect and abide by copyright law.
4. Rude or inappropriate comments/postings are not acceptable.
5. Responses to a post or comment should be positive and neutral.
6. Employees must conduct themselves professionally and with integrity as representatives of the library.
7. All content is subject to being edited or deleted by the library director. The library director may also remove tags or links to other accounts at his/her discretion.

Personal use of social media by library employees is addressed in the City Employee Handbook.

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