

Mukwonago Community Library
Social Media Policy
Approved June 13, 2024 – Last Reviewed June 13, 2024

The Mukwonago Community Library (MCL) has established social media sites and other digital forums primarily to inform library users of library programs, events, services, materials, and to encourage dialogue and the exchange of information and knowledge between users and Library staff about these programs, events, services, and materials. This policy establishes guidelines to ensure that these digital forums are a safe, respectful, and equitable space for all users.

- I. Purpose
- II. Privacy
- III. User Rights and Responsibilities
- IV. Library Rights and Responsibilities
- V. Content Removal
- VI. Appeals

I. Purpose

MCL recognizes that there is a variety of ever-evolving platforms including oral forums, websites, online conversations, blogs, e-mail, and social networking sites. The term “digital forum” is used to encompass all manner of digital platforms, current or future, on which to communicate and connect with Library users.

- A. Digital forums are a necessary and powerful way to connect with Library users in the modern world. Serving as the digital face of the Library, these digital forums should reflect the standards of respect, service, and professionalism found in the physical Library.
- B. Digital forums supported by MCL are intended to assist in fulfilling the Library’s goals of connecting people with materials and information, as well as serving the informational, educational, recreational, and cultural needs of the community.
- C. The Library Director and Library staff will use the following guidelines to determine if the Library should utilize a digital forum.
 - i. Purpose in alignment with MCL’s Mission, Vision, and Values
 - ii. Any legal considerations such as bans or laws
 - iii. Costs
 - iv. Staff time
 - v. Redundancy or overlap with other digital forums
 - vi. Reputation and reliability of the vendor and/or product

II. Privacy

MCL's digital forums are public record. All submitted content to the Library's digital forums are subject to Wisconsin Public Records Law and the Library's Records Retention Policy and may be subject to public disclosure. See the "Confidentiality, Privacy, and Surveillance Policy" for more information.

III. User Rights and Responsibilities

MCL invites and encourages Library user engagement with its digital forums. However, to ensure a safe and respectful space, Library users must adhere to these guidelines.

- A. Comments and postings from the public are allowed, but will be reviewed by Library staff for content appropriateness.
- B. By publishing any comments, posts, photos, videos, replies, or other content to MCL's digital forums, users give the Library the right to reproduce, distribute, publish, display, edit, modify, delete and otherwise use the submissions for any purpose in any form on any media.
- C. Comments, postings, or content that fall within any of the following categories will be removed from public view by designated Library staff:
 - i. Advertisements and solicitations not expressly permitted by the Library. This includes the promotion or endorsement of any financial, commercial, governmental, or non-governmental agency.
 - ii. Attempts to defame and/or defraud any individual, financial, commercial, governmental, or non-governmental agency.
 - iii. Graphic, obscene, or explicit content.
 - iv. Abusive, hateful, defamatory, or derogatory content.
 - v. Personal attacks or bullying.
 - vi. Using profanity or abusive language.
 - vii. Information that could compromise the safety of the public.
 - viii. Content that promotes discrimination or hate speech.
 - ix. Anything unrelated to the purpose and scope of the account.
 - x. Plagiarizing or posting copy-righted material without permission or authority from the copyright holder, upon request of the copyright holder.
 - xi. Private, personal information of another person without appropriate consent or authority.
 - xii. Chain letters or pyramid schemes.

IV. Library Rights and Responsibilities

MCL reserves the right to control its digital forums to ensure they align with the Mission, Vision, and Values of the Library. MCL is not obligated to monitor or police all interactions with its digital forums, but it may choose to exercise any of the rights outlined below when it sees fit.

- A. Review all comments, postings, and content that engage with one of its digital forums.
- B. Remove from public view any comments, postings, or content on its digital forums, regardless of whether such communications violate the above standards.
- C. Remove from public view communications that are abusive, illegal, or disruptive, or that otherwise fail to conform to this policy or community standards.
- D. Terminate a user's access to MCL's digital forums. If it is determined that a specific user has violated the Social Media Policy three (3) or more times within any twelve (12)-month period, Library staff may block or ban the user account to prevent further violations. The duration of the block or ban is determined by the Library Director and is based on the severity of the behavior.
- E. Discontinue or begin use of a digital forum.
- F. Remove self-published content from public view. This may include, but is not limited to, restricted publishing rights of materials (such as storytimes or contractual agreements with performers), outdated content, or mis-published content.
- G. MCL does not guarantee a response to all correspondence on its digital forums. Those requesting immediate assistance must follow normal procedures for contacting the Library.
- H. MCL (and, subsequently, the Village of Mukwonago or its representatives) is not responsible for any damages, losses, liabilities, judgments, costs, or expenses (including attorney's fees) arising out of a claim by a third party related to any material a member of the public has posted.
- I. Any legal expenses or costs incurred by MCL or the Village of Mukwonago related to the enforcement of any part of this policy shall be reimbursed by the person or group against whom the policy is enforced.

V. Appeals

For the purposes of this section, pursuant to Wis. Stat. § 68.16, MCL is specifically electing not to be governed by Chapter 68 "Municipal Administrative Procedure" and instead sets forth the following procedure to appeal any decisions made under this policy.

1. If a user feels their content or access to MCL's digital forums were unjustly removed, they can file an appeal for reconsideration by sending a written request to the Library Director.
2. Within seven (7) days of receiving the appeal, the Library Director shall review the request and send a written response to the appellant with a decision.
3. The requester may appeal the Library Director's decision by submitting a written request to the President of the Library Board of Trustees for a hearing before the Library Board of Trustees at its next regularly scheduled meeting. This request must be submitted within sixty (60) days of receipt of the Library Director's decision.
 - i. To allow staff sufficient time to respond to this appeal and prepare the agenda, appeals received less than seven (7) business days before that month's meeting may be postponed to the next month's meeting.
 - ii. The requester will be notified in advance as to the date and time when they may address the Library Board.
 - iii. The Board reserves the right to limit the length of the requester's presentation at the hearing.
4. The Library Board of Trustees does not substitute its judgment for that of the Library Director. As a non-partisan, quasi-governmental body, the Library Board cannot base its determination on personal views, isolated comments, or individual determinations of the appellant's character.
 - i. The Library Board's responsibility upon hearing an appeal is limited to determining whether the Library Director handled the appeal in accordance with these stated policies and procedures of the Mukwonago Community Library. If the Library Board determines that the Library Director followed MCL's policies and procedures, it must affirm the Library Director's decision.
 - ii. After the Library Board has heard the requester's presentation and heard from the Library Director, the Board will conduct a vote to determine if the Director followed all policies and procedures in addressing the Request for Reconsideration.
5. The Library Board President will communicate the Library Board's decision in writing to the requester within five (5) business days of the vote.
6. The Mukwonago Community Library Board of Trustees serves as the final authority and its decision is final.

Adopted by the Board of Trustees of the Mukwonago Community Library on June 13, 2024

Revision History

January 19, 2017	Policy Created
December 21, 2017	Reviewed and approved with no changes
January 4, 2021	Revised
June 13, 2024	Removed all language governing staff and relocated to Personnel Policy Created sections, reorganized content, and unified language throughout Created guidelines for adding new digital forums in Section I Added right to remove MCL self-published content in Section IV Aligned appeals process to existing Materials Reconsideration process Policy updated for clarity and consistency throughout