

Mukwonago Community Library Social Media Policy

Approved 21 December 2017

This policy is a department-specific supplement to the Village of Mukwonago's Social Media Policy and is designed to provide guidance and direction to Library Employees on the access and use of Social Media while acting as an Employee of the Library and the general public.

Purpose of the Library's Social Media Sites:

The Mukwonago Community Library has established social media sites primarily in order 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. These social media outlets supported by the Mukwonago Community Library are intended to assist in fulfilling our goals of connecting people with materials and information, as well as serving the informational, educational, recreational, and cultural needs of the community. Positive interaction with community members will be promoted on our social media to foster an atmosphere of education, learning and collaboration. Our social media account serves as the digital face of the library and should maintain the same level of customer service provided in the physical library.

The Library's Social Media is public record. All submitted content to the Library's Social Media is subject to Wisconsin Public Records Law and the Library's Records Retention Policy and may be subject to public disclosure.

Employee Guidelines:

- Content on Social Media is permanent, retrievable, and public. No Library Employee may establish a work-related Social Media Account without the authorization of the Library Director. The Library Director may delegate managers and librarians to administer and provide content for the Library's Social Media Account. Employees so designated are required to read and follow both the Library's policy. The Library Director may revoke access to Library Social Media accounts at any time.
- Use of Social Media sites must be consistent with federal, state, and local laws, regulations, and policies, including record retention requirements.
- Employees shall not blur or combine their personal Social Media.
- Employees cannot use Library Social Media for political purposes, to conduct private commercial transactions, or engage in private business activities.
- Usage of Social Media in violation of this policy may be grounds for disciplinary action up to and including termination.

Authorized Users are required to:

- Be respectful of individuals and communities
- Be polite and respectful of other opinions
- Adhere to each Social Media Site's Terms of Use and seek to conform to each Provider's Terms of Use and cultural and behavioral norms
- Respect copyright, privacy, financial disclosure, and applicable laws.

Authorized Users shall be clear as to identity:

- Authorized Users should use their actual names, not pseudonyms;
- Authorized Users shall not assume privacy and only post information they are authorized to disclose; and
- Authorized Users shall use different passwords for different accounts for personal Social Media and the Library's Social Media.

General Policy

Comments and postings from the public are allowed, but will be reviewed by library staff for content appropriateness. By publishing any comments, posts or other materials (including photos) on the library's social media sites, you give the library the right to reproduce, distribute, publish, display, edit, modify, delete and otherwise use your submissions for any purpose in any form on any media.

Comments or postings that fall within any of the following categories will be deleted by library staff:

1. Advertisements and solicitations not expressly permitted by the library. This includes the promotion or endorsement of any financial, commercial, governmental, or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial, governmental, or non-governmental agency.
2. Graphic, obscene, explicit, or racial comments or submissions, nor comments that are abusive, hateful, or intended to defame anyone or any organization. Personal attacks, bullying, using profanity or abusive language.
3. Information that could compromise the safety of the public or content that promotes discrimination or hate speech
4. Anything unrelated to the purpose and scope of the account
5. Plagiarizing or posting copy-righted material without permission or authority from the copyright holder, upon request of the copyright holder.
6. Private, personal information of another person without appropriate consent or authority. Comments, postings, and/or hyperlinks not related to the content created by the library staff.
7. Chain letters or pyramid schemes.
8. Photos, videos, or other images that fall in any of the above categories.

The library reserves the right (but is not obligated) to do any of the following:

1. Review all comments and postings and delete any communications posted, regardless of whether such communications violate the above standards
2. Remove from public view communications that are abusive, illegal or disruptive, or that otherwise fail to conform to this policy or community standards.
3. Terminate a user's access to the comment feature upon breach of these guidelines.

The Library does not guarantee a response to all correspondence on Social Media. Those requesting immediate assistance must follow normal procedures for contacting the Library.

The Library (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.

Any legal expenses or costs incurred by 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.

Removal of Posts

Some content may be removed due to limited publishing rights of the materials, including but not limited to storytime or contractual agreements with performers.

Content that is in clear violation of the Social Media Policy may be deleted, hidden, or otherwise removed from a Library Social Media account. If content is deleted, it is documented in a content removal log. If it is determined that a specific user has violated the Social Media policy three or more times within any 12-month period, Library Staff may delete the content, or 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.

Appeals

For the purposes of this section, pursuant to Wisconsin Statute Section 68.16, the Mukwonago Community Library is specifically electing not to be governed by Chapter 68 of the Wisconsin Statutes.

The person whose post is removed can file an appeal for reconsideration. Within seven days of receiving the appeal, the Library Director shall review the request and send a written response to the appellant with a decision. The response will also inform the appellant that, if desired, the appeal will be forwarded to the Library Board. The Library Director also has the option to immediately forward the appeal to the Library Board for review.

If a Library Board review is requested, the Board shall consider the appeal at a duly noticed meeting and shall notify the appellant of its decision in written form.

Revision History :

19 January 2017: Policy Created

21 December 2017 Reviewed and approved with no changes

4 January 2021 Revised