

Social Media/Networking Policy

The Lycoming County Library System (LCLS) and its Member Libraries use social media sites/accounts/platforms to increase awareness of and accessibility to programs, resources, and services in order to serve the mission of LCLS. The purpose of this policy is to address use of social media/networking activities including but not limited to blogs, social networks, online communications, and websites by the general public as well as LCLS and Member Library employees, volunteers, and other representatives.

Scope and Purpose

Social media sites/accounts/platforms are intended to assist in fulfilling libraries' mission of connecting people with information, ideas, and enriching experiences. LCLS Member Libraries' social media sites are not traditional public forums for the general exchange of ideas and viewpoints, but are limited forums for discussion of Library-related information.

Social media posts are meant to:

- Build relationships with new and existing community partners;
- Engage the public in an ongoing conversation about the Library and its role in the community;
- Maintain and improve excellent customer service through user-centered design principles;
- Cultivate the Library's community of readers by improving its collection and readers advisory services;
- Promote library programming and available services.

Social media content will be created by LCLS staff and Member Library staff members or shared from legitimate sources. Much of the content will relate to libraries, books and other library-related materials as well as to library programs, events, photos and/or images, or special topics. Positive interaction with community members will be promoted on social media to foster an atmosphere of education and learning.

LCLS Member Libraries' social media outlets may also be used to notify the general public of Library employment opportunities, changes in hours of operation, and other logistical updates. The role and utility of social networking sites will be evaluated periodically by Library staff, and may be terminated at any time without notice to subscribers. These guidelines are created to supplement, not replace, existing Member Library policies.

User Agreement

By joining, utilizing and/or posting on a Member Library's social media site(s), you agree to comply with this policy.

Definitions

"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. A "Posting" may also include communications through emojis or reactions, such as a "like" or "dislike," or a "retweet" or "share" of a posting.

"Social media site" shall include any online forum/site, web application or account created and/or maintained by the Library, which permits users to communicate with others users through postings, including without limitation, Facebook, Instagram, YouTube, and LinkedIn.

Privacy

LCLS and Member Libraries do not collect, maintain or otherwise use the personal information stored on any third-party site in any way other than to communicate with users on that site, unless granted permission by users for Library contact outside the site. The purpose for contact outside the site may include program promotion, volunteer opportunities, reference help, or other similar activities.

Users may remove themselves at any time from the Library's "friends" or "fan" lists, or request that the Library remove them. Users should be aware that third-party websites have their own privacy policies and should proceed accordingly. Users of all ages have the responsibility to protect their privacy and should not post personally identifying information.

Removal of Content

LCLS staff and Member Library staff reserve the right to edit or remove any comment that is deemed inappropriate or not related to the discussion to which it is attached.

Comments or postings that fall within any of the following categories will be deleted by Library staff and/or lead to a warning and then a block on posting by an individual who runs afoul of these guidelines:

- Content is fraudulent, libelous, harassing, profane, obscene, intimidating, sexually explicit, defamatory, or otherwise unlawful or inappropriate;
- Content promotes or perpetuates discrimination, mistreatment of, or violence toward any person on the basis of race, gender, color, religion, age, national origin, disability, creed, gender identity, or sexual orientation;
- Content targets any ethnic, racial, age or religious group, gender, sexual orientation, national origin, gender identity or disability status;
- Content is proprietary or confidential information (e.g., HIPAA-protected information);
- Content potentially infringes upon any intellectual property rights, including but not limited to: brand names, trade names, logos, copyrights, or trade secrets of any person, business or place;
- Content is advertising/solicitation;
- Comments, postings, and/or hyperlinks not related to the content created by library staff;
- Content is deemed to be off-topic or disruptive to the purposes of the site, its followers, and its sense of community and acceptance;
- Content suspected to be posted by fake, impersonated, or anonymous users;
- Content suspected to be posted in an attempt to transmit any material (by any means) that contains malware;

- Advertisement and solicitations not expressly permitted by the Library;
- Photos, videos or other images that fall in any of the above categories.

This list is not exclusive or exhaustive. In the event of improper posting, both LCLS and the Member Library reserve the right to remove content that violates this policy.

LCLS assumes no liability regarding any event or interaction that takes place by any participant in any Library-sponsored social networking service, and does not endorse or review content outside the "pages" created by Library staff.

Staff Responsibility and Compliance

When posting material and comments on Member Library social media accounts, all LCLS and Member Library staff:

- Will conduct themselves with professionalism and integrity;
- Will check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors, and check grammar and spelling before posting;
- Will respect all Library patrons online and uphold patron privacy;
- Will not link material from personal social media accounts to library social media accounts;
- Will comply with LCLS policies and procedures.

LCLS and Member Library staff will adhere to any other related federal, state, or local regulations regarding electronic communications.

Approved by the Board of Trustees of Lycoming County Library System August 13, 2024.