

GPLD

Social Media Policy

Purpose:

The Gooding Public Library District uses social media to increase awareness and accessibility to its programs and resources. Social media is also to be used to promote a positive image of the library and to build and maintain connection with the community. The purpose of this policy is to provide a set of guidelines for appropriate use of social media tools and to protect the identity and image of GPLD.

For the purpose of this policy, social media includes social networks, online communications, websites, and mobile applications used by the library.

Posting Guidelines:

Gooding Public Library District welcomes the comments, posts, and messages of the community and recognizes and respects differences in opinion. A comment posted by a member of the public on any GPLD social media and/or online site is the opinion of the commentator or poster only, and publication of the comment does not imply endorsement of, or agreement by, GPLD, nor do such comments necessarily reflect the opinions or policies of GPLD.

All comments, posts, and messages will be periodically reviewed and the library reserves the right to, but is not required to, remove any comment, post, or message that it deems inappropriate.

Inappropriate forms of content refers to:

- Profane, obscene, or sexual language or content or links to such language or content.
- Defamatory, hostile, threatening, insulting, or disrespectful conduct or personal attacks.
- Potentially libelous statements.
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, veteran status, genetic information, citizenship status, national origin, physical or mental disability, sexual orientation, or gender identity/expression.
- Information that may tend to compromise the safety or security of the public or public systems.
- Conduct or encouragement of activity that violates any federal, state, or local law.
- Conduct that violates a legal ownership interest of any other party.
- Private or personal information, including phone numbers and addresses, or requests for personal information.
- Plagiarized material or that which infringes on copyrights or trademarks.
- Advertising for services or products, including commercial, political, or religious messages unrelated to the Library or its social media postings.
- Hyperlinks or other content deemed as spam.

- Comments in support of or in opposition to political campaigns or ballot measures, with the exception of informational posts approved in advance by the GPLD Library Director.
- Comments not topically related to the particular social medium thread or topic or article being commented upon (for example, if a GPLD page administrator posts an article about library classes, and a user posts a negative comment about a GPLD employee).

Page administrators are the final arbiters of what constitutes inappropriate material unless the material is considered illegal according to Idaho State or Federal Law. If the material is considered illegal, Administrators will act with due diligence to secure the information and promptly report it to the police.

The Library also reserves the right to ban or block users who violate this policy.

CONTENT MANAGEMENT:

Page administrators representing GPLD on GPLD social media and/or blog sites must conduct themselves at all times as representatives of GPLD in accordance with all GPLD policies, standards, and regulations. Page administrators are personally responsible, and may be legally liable, for the content they publish on social media and/or online sites.

A. Employee Personal Use of Social Media

1. Library employees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern, and employees are free to express themselves as private citizens on social media sites.
2. As public employees, Library employees are cautioned that speech made pursuant to official duties is not protected speech under the First Amendment and may form the basis for discipline if deemed a violation of any policy of the Library. Ultimately, an employee is solely responsible for what the employee posts online. The employee may be personally responsible for any litigation that may arise should the employee make unlawful defamatory, slanderous, or libelous statements.
3. Employees should keep in mind the following best practices when posting content about library-related subjects and issues on personal time:
 - a. Employees may not, unless expressly authorized in writing, make statements on behalf of the Library on the employee's social media accounts. If an employee wishes to make a work-related statement on personal social media accounts, the employee should consider including a disclaimer indicating that the opinions are the employee's personal opinions and do not represent the views of the Library.
 - b. Employees shall not post, transmit, or otherwise disseminate any information to which they have access as a result of their employment with the Library unless expressly authorized. In addition, employees are expected to respect the privacy of their co-workers and citizens and must take steps to protect the privacy and confidentiality of others.

- c. Employees shall not post material that may be construed to be discriminatory, harassing, or retaliatory under local, state, or federal law about the Library, its employees, or citizens. Comments with any kind of negative, mocking, condescending, etc. slant should not be made about patrons in general, about specific questions from patrons, or about patron behavior.
4. The Library does not endorse, monitor, or review the content of personal, non-Library related social media activity of its employees. However, employees shall have no expectation of privacy if accessing personal social media using Library e-mail, networks, servers, devices, and/or any other Library resources utilized as part of employment of the Library. The use of social media via public access points during personal time would be considered patron use and would not be monitored.

B. Trustee and Library Foundation Board Member Use of Social Media

1. Library trustees and Foundation Board Members have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern and as such are free to express themselves as private citizens on social media sites.
2. Trustees and Foundation Board Members are solely responsible for what they post online, and are personally liable for any litigation that may arise should they make unlawful defamatory, slanderous, or libelous statements.
3. Trustees and Foundation Board Members should keep in mind the following best practices when posting content about library-related subjects on social media.
Trustees and Foundation Board Members:
 - a. May not, unless expressly authorized in writing, make statements on behalf of the Library on personal social media accounts. If they wish to make a related statement on personal social media accounts, they should consider including a disclaimer indicating that the opinions are their personal opinions and do not represent the views of the Library.
 - b. Shall not post, transmit, or otherwise disseminate any information to which they have access as a result of their association with the Library unless expressly authorized. Consideration should be taken to protect the privacy and confidentiality of others as it relates to the Library.
 - c. Shall not post material that may be construed to be discriminatory, harassing, or retaliatory under local, state, or federal law about the Library, its employees, or citizens. Comments with any kind of negative, mocking, condescending, etc. slant should not be made about patrons in general, about specific questions from patrons, about interactions with staff of the Library, or about patron behavior.
4. The Library does not endorse, monitor, or review the content of personal, non-Library related social media activity of Trustees and Foundation Board Members.

Media Contact

1. All media inquiries for official Library response should be addressed to the Library Director.
2. Employees are not to speak on behalf of the Library unless they have express permission to do so.

Public Records

All Library social media usage is subject to the Idaho Public Records Law as found in the [Idaho Code 74-101 through 74-126](#).

Open Meetings

All Library social media usage is subject to the Idaho Open Meeting Law as found in the [Idaho Code 74-201 through 74-208](#).