Social Media Policy

PURPOSE:

Cleveland County Library System (hereafter CCLS) uses social media in many forms. CCLS staff maintains and edits the content of CCLS social media sites to comply with library policies. Library social media is intended to create a welcoming online space where library users will find useful and entertaining information and opportunities to interact with staff and other users.

DEFINITIONS:

Social media is defined as any web application, site, or account used by the library to facilitate the sharing of opinions and information about library-related subjects and issues. It includes any facility for online publication and commentary, such as blogs, wikis, and social networking sites.

POLICY:

CCLS will utilize social media tools to encourage community involvement and to create a dialog between the library and its patrons regarding library services, resources, events and programs, and community information. CCLS does not endorse the advertisements promoted on any social media site. These advertisements are displayed by vendors and do not express CCLS's views or positions.

COMMENTS FROM THE CUSTOMERS/PUBLIC

CCLS has a designated team of social media administrators who are responsible for monitoring and responding to public comments, posts, and questions. Library staff are to remain neutral in library-related posts and in response to questions. Staff can offer information resources that answer any questions and help people to make informed decisions. Any questions that cannot be answered by social media administrators are referred to the library director with a more detailed response to follow an initial acknowledgment of inquiry. Social media is not a public forum and

is monitored and managed by OPL staff. Comments, posts, and messages are allowed on the library's social networking sites as long as they conform to the library's social media policy. All interactions will be regularly monitored and reviewed for content and relevance. The library reserves the right to refrain from posting user submissions or comments or to remove or edit them at any time.

LIBRARY STAFF POSTING ON SOCIAL MEDIA

Library staff posting on the library's social media sites on personal time should be aware that information they display or comments they make on library social media sites may be viewed by other users as representing official library-sponsored information or comments. Therefore, in utilizing library social media websites, staff must follow the guidelines set forth in the Cleveland County Library System's social media policy.