SOCIAL MEDIA

Social media websites that are consistent with the library's mission may be created. The library uses these tools to provide patrons with a wide variety of ways to interact in cyberspace, thus building community and continuing library service and information beyond the physical walls. These tools are another way to deliver library information to patrons.

1. Social media sites include (but may not be limited to) Facebook, blogs, wikis, Twitter, YouTube, LinkedIn, Hootsuite, and instant messaging.

2. Each of these sites must have a staff member assigned as the moderator.
    a. Library staff responsible for these sites must comply with JMRL policies, Federal and State laws and must be neutral in relation to politics, religion, etc.
    b. Moderators need to keep the social media content current. Once it is created there is an expectation that content will be reviewed at least twice a week.
    c. Multiple staff members can form a 'team' for a particular social media site and they may all contribute content but the moderator will be responsible for the site. Moderators can set up a 'team' schedule for posting to a site.
    d. The library only endorses social media created by approved library staff.

3. In addition:
    a. Library social media sites must have a link from someplace on the library website.
    b. The library's Web/Publicity Librarian will maintain a list of sites and moderators.
    c. Before sites "go live" they must be approved by the appropriate branch or department manager, or the person in charge of a JMRL committee.
    d. Sites must clearly be identified as part of JMRL in the header, sidebar, or near the top of the site's main page.

4. Members of the community are encouraged to interact with the library through social media, however, the posts/comments/messages are monitored to ensure they meet certain criteria. They are subject to editing, modification and/or deletion if they:
    a. Contain vulgar language, personal attacks of any kind, or offensive comments that target specific ethnic, racial or religious groups
    b. Promote services, products or political organizations
    c. Are clearly off topic

5. Community members may become a "friend" or a "fan" or a "member" of various Library social software sites. Both users and the library have the ability to end that relationship at any time.

6. All current library policies apply regarding parental responsibility for the Internet use of minors (Policy Section: 4.234), and Computer and Internet Access (Policy Section: 4.7).

7. As with all use of library computers (Policy Section: 4.7), staff members are responsible for using resources in an efficient, ethical, and lawful manner.

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