Social Media Policy

PURPOSE:
OPL uses social media in many forms. OPL staff maintains and edits the content of OPL 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:
OPL 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.

OPL does not endorse the advertisements promoted on any social media site. These advertisements are displayed by vendors and do not express OPL's views or positions.

Public Comments and Posts
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.

By commenting and posting on OPL-hosted social media sites, users agree to OPL's social media policy. All content posted to sites maintained by the library is subject to OPL's Rules of Conduct. Individuals who violate the library's social media policy may be banned from OPL's social media sites and/or facilities and authorities may be contacted.

- Stay on topic. Comments and posts should be library related.
- Duplicate posts from the same individual will be deleted.
- Don't include personal information about yourself or others.
- The library is not responsible for user-generated content. A posted comment is the opinion of the user only. Publication of a comment does not imply endorsement or agreement by OPL.
- Spam and commercial content will be removed. The library will remove posts or comments used for campaigns, political, religious or commercial purposes or for soliciting funds. Gratuitous links to sites are viewed as spam and will result in removal of the comment.
- Individuals should not post anything that they do not have the right to post. The library follows a notice-and-takedown procedure for complaints of copyright violation under the Digital Millennium Copyright Act.
- Posts containing offensive, obscene, threatening, or abusive language or hate speech are strictly prohibited and will be deleted. Individuals are fully responsible for libelous or defamatory comments.
- No harassing, stalking, abusive, or unlawful behavior will be tolerated.

- Users may report concerns. Administrators will respond to those concerns as soon as possible.
- By submitting content to OPL's social media sites, the participant is granting permission for OPL to use their name, photo, and any content contained within the post without compensation or liability on the part of OPL. This permission ends when the owner removes their post or submits a written request for OPL to delete the post.
- Be aware of copyrighted and trademarked materials. Do not place information, intellectual property, logos, trademarks, or photos protected by copyright and trademark laws without the permission of the owner.

Responding to Public Posts

OPL has a designated team of social media administrators who are responsible for monitoring and responding to public comments, posts, and questions. Library staff and representatives 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 marketing manager or investigated further with a more detailed response to follow an initial acknowledgment of inquiry.

Staff Postings

Staff members 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 City of Omaha Human Resource Policy #38, Section C: On and Off Duty Personal Social Media Use.

OPL's marketing manager, social media manager, and their designees may directly publish or comment via social media using the OPL name and logo. Only with permission from the marketing manager may other staff publish or comment using the OPL name and logo.

OPL is represented through the official social media channels created by the marketing department to maintain a clear and consistent message. OPL staff is not authorized to create new social media channels on behalf of OPL. Requests for social media channels, campaigns, or initiatives should be coordinated with marketing based on need and library goals and objectives.

IMPLEMENTATION:

OPL staff shall have the responsibility of enforcing this policy. Violation of OPL's Social Media Policy or OPL's Rules of Conduct Policy by the public or staff will be reported to library administration by the marketing manager.

Violation of this policy by staff may result in disciplinary action up to and including termination.

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