



Mercer County District Public Library

Social Media Policy

Definitions:

- “Library” shall mean the Mercer County District Public Libraries.
- “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.
- “Social media and site” shall include any online forum/site, web application or account created and/or maintained by the Library or its agents, which permits users to communicate with others users through postings, including without limitation.
- To see an up to date list of some of our social media outlets: Media.MercerLibrary.org

Purpose of the Library’s Social Media Sites:

The Mercer County District Public Libraries (“Library”) has established social media sites primarily in order to inform and encourage dialogue between Library users and staff about library programs, events, and materials. The library’s social media sites may also be used to notify the general public of library employment opportunities. The library’s social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but a limited forum for discussing library programs, events and materials. All postings related to this [mission statement](#) (as so determined by the library in its sole discretion) are permitted except as otherwise stated in this policy.

Agreement & Disclaimer:

By joining, utilizing and/or posting on the library’s social media sites, you agree to comply with this policy, and Mercer County District Public Library’s Policy on Internet and Computer Use, as applicable. (Please see punishment below for non-adherence concerns.) The Library is not responsible or liable for the content of postings by third parties on any library sponsored social media site, and postings do not reflect the opinions or positions of the Mercer County District Public Library, its employees, or its Board of Trustees.

When to Post:

The library understands some services online are to be more live than others. **Facebook** and **Twitter** are both set to this live standard and must be posted to at least one time per account per week. This applies to all library accounts for the branches and departments of the MCDPL. Our current status off these accounts is Facebook: Mercer County District Library, all three branches, and Langsdon Minerals Collection. This does not apply for accounts that do not require live updates like Information Technology Departments, Status, or Support pages. We also understand it is possible to post too often and accounts should never post more than two times a day unless there are circumstances that allow for such as a busy day at the library. All other sites do not have to follow a strict posting pattern and generally can follow the “the more the better” design.

Library Email:

Employees of MCDPL should check email provided by the MCDPL at least once a week, but once again we always follow the “more the better” design.

Privacy:

You should have no expectation of privacy in postings on library sponsored social media sites, and by utilizing these sites, you consent to the library's right to access, monitor and read any postings on the sites. The library's social media sites may be considered public records under Ohio Public Records laws. If requested, the library must disclose public records to third party requestors unless certain exemptions apply. The Library, in its sole discretion, shall determine whether postings on its social media websites are public records and whether exemptions from disclosure apply.

Ownership:

By posting on the Library's social media sites, you give the Library permission to use your name, profile picture, and the content of any posting you make without compensation to you or liability on the part of the Library. This permission ends when you delete your posting. It should also be understood that all accounts and content on MCDPL accounts are owned by the MCDPL unless otherwise mentioned or noted.

Postings:

The purpose of the Library's social media sites is to inform Library users about educational opportunities, Library programs, events (including those co-sponsored with other organizations) and materials, and to encourage dialogue and the exchange of information and knowledge between users and Library staff about these programs, events and materials. In addition, we also must follow the [Library's Mission Statement](#), [the IT Mission Statement](#), and the motto "[More Than Just Books](#)" should be applied when possible. Accordingly, any postings inconsistent with this stated purpose, as determined by the Library in its sole discretion, may be removed in accordance with the process set forth in this policy.

Violations of this policy:

Postings which the Library in its sole discretion, deems unpermitted under this policy, may be removed in whole or in part by the Library or its agents immediately upon discovery by the Library (or its agent) without prior notice. The Library reserves the right to terminate accounts, ban or block users who have posted in violation of this policy on more than one occasion.

Ethical Guidelines:

Library staff will limit social networking performed at work to Library-related responsibilities and will adhere to the following ethical guidelines. Do not use unprofessional pseudonyms or impersonate another person. Verify that comments are factual, accurate and presented with correct spelling and grammar. Do not post materials that are abusive, obscene, defamatory, threatening, slanderous, maliciously false, libelous to the Library, embarrassing or that are discriminatory. Comments may be offered on library related topics with which the employee has professional knowledge.

It is encouraged staff work on social media while at work. The Library recognizes that public employees do not surrender all their First Amendment rights by reason of their employment and that the First Amendment protects a public employee's right, in certain circumstances, to speak as a citizen addressing matters of public concern. When utilizing Library Social Media Websites, employees must follow the guidelines set forth in the separate employee electronic systems, internet, e-mail, social media policy and guidelines.

Punishment:

Not adhering to this policy could result in immediate action by MCDPL administration, the information technology department, and the Library Board.