

APPALACHIAN REGIONAL LIBRARY
Social Media Policy
Approved 7-21-2016

The Appalachian Regional Library (ARL) uses popular social media to offer welcoming and inviting virtual spaces where patrons will find useful and entertaining information, to extend library services in new mediums, and to facilitate exchanges on library-related subjects and issues. This policy ensures the proper use of ARL's social software by library staff and patrons and is an important part of the library's marketing strategy.

Social Media is here defined as any web application, site, or account offered by the library that facilitates the sharing of opinions and information about library-related subjects and issues. Social media includes forms of websites, file sharing, patron ratings of library materials, user-generated video and audio, virtual worlds, and social network pages.

Social media allows the library to meet users where they are, and to give staff and public a convenient way to interact and share information, ideas, and opinions on a range of topics related to the library's mission, collections, and services. ARL has the right to moderate, edit, delete, move, or close any comment at any time without warning or explanation.

Each ARL library will have a designated staff member to administer the library's social media accounts. Other staff may be assigned to assist or participate in managing the accounts as part of his or her duties. The terms of service for each social networking site used by ARL should be evaluated and monitored for changes. These terms should be in agreement with other library policies. County Librarians will maintain a master list of all social media accounts, user names, and passwords that can be accessed in case of absence of site administrators. All social media sites maintained by ARL should be open for public access. Libraries will not conduct administrative business using social networking sites. However, library job openings, programs, and activities may be advertised via such sites. Organizations affiliated with ARL, such as the Friends of the Library, may set up social networking sites that benefit or complement library operations. As these sites are not owned or operated by the library this policy does not apply to them. However, if ARL supplies content to such sites such content must be in agreement with this policy.

The following disclaimers will be posted somewhere on any social media site operated by the library.

- Representatives of Appalachian Regional Library communicate via this Web site or service. Consequently, any communication via this site, whether by library employee or the general public, may be subject to monitoring and disclosure to third parties.

- Views and content posted by users other than library staff do not reflect the views of Appalachian Regional Library. The appearance of external links or advertisement does not constitute endorsement by the library.
- The library reserves the right to review, remove, modify, or edit all content posted to library social networking sites.
- The library reserves the right to reproduce, redistribute, or reuse content posted by anyone to library social networking sites in whatever manner legally allowed.

Comments and postings by library patrons do not necessarily reflect the official position of ARL or its staff. All comments and posts are public records. Patrons are strongly encouraged to protect their privacy when commenting or posting on social software tools. Comments and posts containing the following content by patrons or staff are *unacceptable*:

- Intentionally misleading information, libelous or defamatory content
- Verbal abuse, personal attacks, name-calling, or harassment
- Obscene or profane posts
- Specific and imminent threats
- Personally identifying information, such as last name, age, phone number, address
- Personal information about other individuals
- Commercial material, advertisements, chain letters, pyramid schemes, and solicitations
- Spam and multiple disruptive or repetitive messages
- Off-topic or duplicate comments from the same individual
- Post that reveals crucial plot elements or spoils the ending of a book or movie for others
- Copyright violations.