

Middleton Public Library
SOCIAL MEDIA POLICY

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I. Purpose

The Middleton Public Library uses social media to maintain a community-focused presence in our users' online lives, as it applies to the Library's mission statement. Social media provides an avenue for users to discover library services and resources, and learn about upcoming events and library news.

Posts made by library staff on Library social media platforms shall assist with the Library's mission statement, "to make a positive difference in the community;" and may include Library announcements; promotion of free thought, speech, press, dissemination of knowledge, instruction and study; links to resources; and relevant news from outside the library. Staff shall not post commercial, religious, and overtly political content. Staff shall respect copyright laws when posting someone else's work, attributing it to the original author and linking to the work's original publication.

II. Content

The library's social media profiles and platforms may include the following:

- Basic library information, such as hours, location, and contact details
- Photos and videos of the library building, staff, and special events
- Schedules of upcoming events
- Readers' advisory tools and featured resources from the collection
- Links to the library's OPAC and other resource-discovery tools
- Other appropriate Facebook applications developed by library staff or a third party

III. Original Posts

Library staff can make original posts and comments on the library's platforms. These guidelines also apply to content that the library posts via all other social media accounts and tools. Staff must conduct themselves as representatives of the Library and the City of Middleton.

IV. Privacy

The links between the library's Facebook profile and users' profiles can create a positive sense of community. However, as users post more of their personal information online, library staff must take a responsible approach to the privacy of both users and staff. The Library staff reserve the right to take down any abusive or inappropriate posts that violates this policy. Posting of

names should only be used when permission has been granted by subject, and will not be used for commercial purposes.

V. Comments

Any comments or post that is taken down from the site must be documented by the employee responsible for the site and turned in to the Library Director. Documentation must include a copy of the post, time of post, date of post, name of individual responsible for the content, and any other relevant information to the situation. If content is removed, in addition to documenting, staff should send a message to any members of the public that violate the policy.

“The Middleton Public Library removed your recent content from its social media site because it was in violation of the Middleton Public Library Social Media Policy. Please avoid from posting any inappropriate content in the future. If you do not refrain, the Middleton Public Library reserves the right to remove or block you as member of this group. Thank you for your cooperation.”

VI. Other Pages

The library may connect to the social media pages of other groups and individuals, for instance by “liking” a page on Facebook, “following” a user on Twitter, etc. Staff should exercise judgment in deciding which pages are appropriate to connect to in this way. The library does not use social media to imply endorsement of political figures or beliefs, religious organizations, or commercial entities. Library staff reserves the right to remove any comments, “likes” or tags.

VII. Electronic Communications

All City of Middleton staff must adhere to the Electronic Communications & Information Systems Policy along with any other related federal, state, or local regulations.

VIII. Public Record

All Middleton Public Library social media accounts are subject to State of Wisconsin Public record law 19.21 and 43.30. Any content on these sites related to Library Business is considered public record.

Adopted: November 8, 2011

Updated: May 5, 2017