



Petoskey
DISTRICT LIBRARY

Social Media Policy

Approved: November 24, 2020

Purpose of the Library's Social Media Sites:

The Petoskey District Library has established social media sites in order to inform and engage with the community about Library programs, events (including those co-sponsored with other organizations), collections, services, hours, employment opportunities. These sites are also used to encourage dialogue and the exchange of information and knowledge between users and Library staff about said items. 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-related information. The official source of information about the Library is found at their website www.petoskeylibrary.org.

Agreement:

By joining, utilizing and/or posting on the Petoskey District Library's social media sites, you agree to comply with this Policy, and the Petoskey District Library's Policy on Internet and Computer Use, as applicable.

The Library is not responsible for enforcing restrictions which a parent or guardian may place on a minor's use of the Library's social media sites.

The Library is not responsible or liable for the content of comments by third parties on any Library sponsored social media sites, and such comments do not reflect the opinions or positions of the Petoskey District Library, its employees, or its Board of Trustees.

Definitions:

"Library" shall mean the Petoskey District Library.

"Comment" 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 by the general public.

"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 by library staff, speaking on behalf of the library.

"Social media sites" 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 other users through comments, including, but not limited to, BiblioCommons Online Catalog, Facebook, Instagram, Pinterest, Snapchat, Twitter, YouTube, Zoom.

No Privacy:

Persons using the Library's social media sites should not expect privacy in any postings. By utilizing these sites, you give 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 Michigan Public Records laws. If requested, the Library may have to 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.



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Comments (What we expect from visitors):

We welcome participation on the Library's sites within the following guidelines.

All comments must be written with:

1. **Respect** – Human beings run our agency and staff our social media team, and we are deserving of the same respect due to any other human being. The same is true of visitors to this page. Derisive comments, or those meant to harass, threaten or abuse, directed at our staff, our agency, or other users will be deleted. This includes hateful or discriminatory comments regarding race, ethnicity, religion, gender, disability, sexual orientation, or political beliefs.
2. **PG-rated language** – Comments with foul language will be deleted. This includes profane, defamatory, offensive or violent language, and/or links or comments containing sexually explicit content material.
3. **Political Impartiality** – We are 100% non-partisan, and comments posted on our page must be too. Political comments will be deleted.
4. **Integrity** – Deliberately disruptive comments with no relevance to the post will be deleted.

Any postings inconsistent with the stated purpose, as determined by the Petoskey District Library in its sole discretion, may be removed in accordance with the process set forth in this policy. Examples of postings not permitted include, but are not limited to:

1. Advertisements, solicitations, or spam;
2. Postings that contain disparaging, harassing, abusive, profane or offensive remarks;
3. Postings that are hateful, threatening, pornographic, that contain graphic or gratuitous violence;
4. Postings that are potentially libelous or defamatory;
5. Postings which contain privileged, proprietary, or confidential information about any person, business, or entity, including, without limitation, patrons, vendors, the Library or Library partners;
6. Postings which violate or potentially violate local, state, or federal laws, including, without limitation, intellectual property and copyright laws;
7. Postings which discriminate on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed, or ancestry;
8. Postings which are sexually harassing, including, without limitation, epithets, slurs, negative stereotyping, sexual rumors that show hostility toward individuals based on gender, derogatory comments about individuals' body or appearance, unwelcome sexual compliments, innuendos, suggestions or jokes;
9. Promote alcoholic beverages, cigarettes or other tobacco products, or any illegal product, service, or activity;



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10. Support or opposes the nomination or election of a candidate for public office, the investigation, prosecution, or recall of a public official, or the passage of a levy or bond issue.

By posting on the Petoskey District 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.

Employee Use:

Employees who engage in social networking for personal use must do so on their own time. If an employee is speaking about a Library related issue on his or her personal social networking site, the employee must identify that he or she is speaking as an individual and not on behalf of PDL. Employees may be subject to discipline if their comments are determined to be inappropriate by PDL, as allowed by law.

The Library recognizes that the First Amendment protects a public employee's right, in some circumstances. However, when a public employee makes a statement on a social media site, the employee may not be speaking about a matter protected by the First Amendment. In some cases it may be difficult to distinguish between protected and unprotected speech, so each situation must be evaluated on a case by case basis.

Employees may participate in social media sites while on work time if they have an authorized business need and it is approved by the director, in advance. Employees must 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.

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.

Reporting Violations:

Users may report violations of any Library policies by emailing:
vmeyerson@petoskeylibrary.org.