

## **SOCIAL MEDIA POLICY**

### **Purpose:**

The Rolling Meadows Library (RML) believes that by using Social Media we are more accessible to our users and can better promote library resources, services and events. This policy governs use of all Social Media for any purpose. Social Media are defined as any web application, web site, or web account created and/or maintained by RML which facilitates an environment for library staff and users to share information and opinions about library-related subjects. These tools include, but are not limited to: blogs, instant messaging tools, social networking sites, and wikis.

### **Scope:**

This policy applies to all staff and patrons of the Rolling Meadows Library, whether registered with RML or not. RML regards Social Media in the same way as its other resources and communications. This policy does not replace, but rather supplements, existing library policies.

### **Content:**

RML reserves the right to monitor content before it is posted on any of its Social Media applications, and to modify posts for space and content, while retaining the substance of the original post. The library reserves the right to remove posts that violate this Social Media Policy. Failure to comply with federal, state and local law and library policy, rules and regulations will be grounds for suspension of posting privileges.

Examples of appropriate content include, but are not limited to:

- Notices of upcoming library meetings, programs, and events
- Content of all library press releases
- Library policies and procedures
- Information about library services, trends or technologies

## **Attachment C – 08/06/13**

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Inappropriate content is subject to removal at the library's sole discretion. Examples of inappropriate content include, but are not limited to:

- Obscene or racist material
- Potentially libelous statements
- Abusive, derogatory, discriminatory, harassing, inflammatory, profane, offensive, threatening, or violent language
- Copyrighted, trademarked or plagiarized material
- Commercial promotions or "spam"
- Charitable solicitations, proselytizing and political campaigning
- Private and confidential information about oneself or others
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion

Rolling Meadows Library reserves the right to reproduce posts submitted to its social media sites. Personally identifiable information will be removed. RML does not collect, maintain, or otherwise use personally identifiable information stored on third party social media sites other than to communicate with users on that site. Users should be aware that third party websites have their own privacy policies. All content posted on library social media sites is subject to the Illinois Freedom of Information Act (FOIA) and record retention laws.

Rolling Meadows Library does not endorse, monitor, or review the content of personal, non-Library related social media activity of its employees. The library, its employees and trustees assume no responsibility for any damages, direct or indirect, arising from participation in library-sponsored social media applications.