

OPERATING POLICY

SOCIAL MEDIA POLICY

Purpose of the Library's Social Media Sites

The La Grange Public Library ("Library") uses social media sites primarily to inform Library patrons about Library programs, events, services, and resources, and to encourage dialogue between Library staff and patrons on these and other library-related topics.

Goals

Social media sites shall meet one or more of the Library's social media goals listed below:

- To stay connected to Library patrons and the community
- To reach a wider population of patrons, including potential new patrons
- To quickly communicate news to Library patrons
- To increase participation and Library use
- To increase awareness of Library programs, resources, and services
- To provide patrons with alternate access points to Library resources and services
- To cultivate patrons' passion for the Library by posting educational and entertaining content
- To advocate on behalf of the Library
- To obtain feedback about the Library and its services

Definitions

- "Library" shall mean the La Grange Public Library.
- "Posting" shall mean any content—including but not limited to text, images, video, audio, or hyperlinks—contributed to a social media site. A comment shall be considered a posting.
- "Social media site" shall mean any online forum, website, or account in which users share information, ideas, messages, or other content with other users through postings.
- "Library-sponsored social media site" shall mean any social media site officially authorized and maintained by the Library.

Agreement

By joining, utilizing and/or posting on Library-sponsored social media sites, users agree to comply with this Policy and the La Grange Public Library's Internet Public Access Policy, as applicable.

Privacy

Users should have no expectation of privacy in the postings they make on Library-sponsored social media sites. By posting on these sites, they give the Library permission to access, monitor, and read their postings. Library-sponsored social media sites may be considered public records under Illinois Public Records laws. If requested, the Library may be compelled to disclose public records to third-party requestors. The Library shall determine whether postings on its social media sites are public records and whether exemptions from disclosure apply.

Ownership

By posting on Library-sponsored social media sites, users grant the Library permission to use the content of any posting they make without compensation to them or liability on the part of the Library.

Violations

The Library reserves the right to remove in whole or in part postings which the Library deems unpermitted under this Policy. Upon breach of terms or conditions of this Policy, the Library reserves the right to suspend a user's access.

Disclaimer

The Library is not responsible or liable for the content of third-party postings on any Library-sponsored social media site. Third-party postings do not reflect the views of the Library, its employees, or its Board of Trustees. The Library does not endorse the content of employees' personal social media postings. The Library is not liable for any damages arising from the use or inability to use Library-sponsored social media sites. Policies or user agreements set forth by the social media platform remain in effect.

Postings

The Library invites patrons to post on Library-sponsored social media sites about topics relating to Library programs, events, services, and resources. The Library reserves the right to remove in whole or in part postings which the Library in its sole discretion deems unpermitted under this Policy. Examples of unpermitted postings include, but are not limited to:

- Advertisements
- Spam
- Off-topic commentary
- Inappropriate images
- Obscene, pornographic, or graphically-violent matter
- Disparaging, harassing, abusive, profane, offensive, hateful, or threatening content
- Discrimination on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed, or ancestry
- Sexual harassment
- Privileged, proprietary, or confidential information about any person, business, or entity
- Potentially libelous or defamatory content
- Violations or potential violations of local, state, or federal laws, including, but not limited to, copyright and other intellectual property laws
- Promotion of illegal activities