



## **Social Media Policies for the Southwest La Plata Library District**

### **I. Purpose**

This document contains the Southwest La Plata Library District (SWLPLD) policies regarding library use of social media sites. It includes guidelines for setting up and managing social media pages for the distribution of library information.

At the current time, SWLPLD social media will be considered one-way communication. Under certain circumstances, SWLPLD may choose to modify its communication format to two-way communication.

### **II. Definitions**

"Social media" is defined by Merriam Webster Dictionary as "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)." Libraries participate in social media for many reasons, but primarily to communicate information about library services and resources, and to engage with their communities.

"One-way communication" is described as follows: The library district posts information related to its services and operations for its constituents and does not seek out or respond to comments.

"Two-way communication" is described as follows: Allowing comments and input from site users to library personnel and responses from library personnel to site users.

### **III. Acceptable Use of Social Media**

The best and most appropriate SWLPLD uses of social media tools fall generally into these categories:

- As an online channel for information regarding services provided face to face

- As a customer service and feedback resource for the library
- As marketing/promotional channels that increase the library district's ability to share its message with the broadest possible audience.
- Facility information, including library closures
- Event information
- Employment and volunteer opportunities
- Public meetings

#### IV. Social Media Procedural Requirements

For each SWLPLD social media account, each library will designate a person who will be in charge of posting current information and monitoring content to ensure that it is:

- Accurate
- Spelled properly
- Timely
- Applicable to a wide audience
- Useful
- Easy to read and understand
- Relevant
- Consistent across platforms

SWLPLD social media site articles containing any of the following forms of content shall not be allowed:

- Posts in support of or opposition to political campaigns or ballot measures
- Profane language or content
- Content that promotes, fosters or perpetuates discrimination on the basis of social identity
- Sexual content or links to sexual content
- Solicitations of commerce
- Content that reveals private, personal information without permission
- Photographs that do not conform to the district's Photo Release Policy
- Conduct or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public
- Content that violates a legal ownership interest of any other party.

It is up to the library director to determine if posted content follows the social media guidelines.

Staff contributors should:

- Write from the point of view of the "We," representing the library as a whole and not as an individual staff member

- Use a friendly, sincere and energetic tone
- Refrain from expressing their personal views.
- Maintain a professional demeanor.

#### V. Public Records

Colorado Open Records Laws apply to social media formats and social media content.

Approved 3/20/23 by the Southwest La Plata Library District Board of Trustees