

SOCIAL MEDIA POLICY

Social media technology is defined as any website or application that allows users to share information. This includes blogging, instant messaging, social networking (on websites like Facebook, Pinterest, and Twitter), and wikis.

The Pewaukee Public Library is committed to using current forms of Social Media thus becoming accessible to more of its users and better promoting library services and resources.

Pewaukee Public Library regards online Social Media in the same way as its other information resources and communications. This policy is not intended to replace other Library policies but, rather, to supplement those policies. As with more traditional resources, the Library does not act in place of or in the absence of a parent. The Library is not responsible for enforcing restrictions which a parent or guardian may place on a minor's use of this resource.

The social media policy is in addition to the library's Internet Use Policy, which covers areas of social media use not included in this policy.

Scope

This policy applies to all Pewaukee Public Library staff as well as Library patrons, whether registered with the Library or not.

Rights of the Library

The Pewaukee Public Library Director and/or designated staff reserve the right to monitor content before it is posted on all of its Social Media applications, web sites and web accounts, and to modify or remove any messages, tags or postings that they deem to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party, or otherwise inappropriate for the service.

Attribution

In accordance to various international, federal, state and local laws, Pewaukee Public Library staff will make every attempt to protect copyrighted or other intellectual property rights. Staff and patrons are asked:

- When quoting another blog or publication, be sure to link to the original (if possible) and use quotation marks or block quotes
- When using images or other media found elsewhere on the web, attribute credit to the author or creator via hyperlink.

Examples of Appropriate content

- Notices of upcoming Library meetings or events
- Content of all press releases
- Library policies and procedures
- Information about library services, trends or technologies
- Communication between library staff and the library community regarding Pewaukee Public Library work and/or projects
- Training and continuing education opportunities
- Promotion of Pewaukee Public Library or the library's system, library associations or other professional bodies related to Pewaukee Public Library's activities
- A place for the public to discuss their opinion as it relates to the Library
- Discuss books or virtually host a book club

Examples of Inappropriate content

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Copyrighted or plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion or Library
- Commercial promotions or spam

Terms of Use

The Pewaukee Public Library maintains an online presence including but not limited to Facebook, Twitter, Instagram, and Pinterest. These social media pages may be, for example, linked (“liked” or “followed”, etc.) by other pages, which are neither created nor maintained by the Pewaukee Public Library.

The Library is not responsible for the content on these linked pages. The Library does not endorse any information, opinions, services, graphics or advertisements available for viewing on Facebook.

Library staff monitors all activity on the library’s social media accounts and we reserve the right to ban any account when a discussion, post, or comment is inappropriate.

The Pewaukee Public Library affirms the right and responsibility of parents/guardians, NOT Library staff, to determine and monitor their minor children’s use of the internet. (Minors are defined in this policy as children and young people under the age of 18 years.) Parents are responsible for their minor children’s use of the Library’s resources and facilities. Parents who believe that their children cannot responsibly use the Library’s internet access, including access to Social Networks, may choose to not allow their child access to the internet at the Library by completing a “Parental Opt-Out For Internet Access” form (*see the Children in the Library policy*).

We encourage participants to use their real names, but inoffensive screen names are acceptable.

Disclaimer

All Social Media sites used by the Library contain the following disclaimer:

“This site is for Pewaukee Public Library information. Any discussion, posts, and comments expressed on this website are those of the individual post author(s) only. The Pewaukee Public Library accepts no liability for their content.”

Adopted by the Board of Trustees: June 15, 2011; Dale Noll, Library Board President
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