

SOCIAL MEDIA

The library may utilize social media platforms in ways that are consistent with the library's mission. The library uses these tools to provide library users with a wide variety of ways to interact, thus building community and continuing library service and information beyond the physical walls. These tools are another way to deliver library information to patrons.

1. Social media platforms include (but may not be limited to) Facebook, blogs, Twitter, Instagram, and LinkedIn.
2. A Social Media Committee made up of one representative from each JMRL branch as well as one representative from Young Adults' and Children's services, and the Public Communications Specialist, will moderate all social media efforts on behalf of the library.
 - a. Library staff responsible for these accounts must comply with JMRL policies, Federal and State laws and must be neutral in relation to politics, religion, etc.
 - b. The Social Media Committee may appoint moderators or administrators to social media accounts and may post on any JMRL-approved social media account.
 - c. Moderators shall monitor social media content to keep it current and devoid of profanity. The Social Media Committee and the Public Communications Specialist reserve the right to terminate an account at any time due to inactivity or profanity.
 - d. Library staff who are not members of the Social Media Committee may also post to a platform on behalf of the library, but only after signing a form that states they have read and accepted the Social Media Policy and Procedures.
 - e. The library only endorses social media content created by approved library staff.
3. In addition:
 - a. The JMRL website shall provide links to all social media platforms utilized by the library.
 - b. The library's Public Communications Specialist will maintain a list of platforms utilized by the library, account holders, and moderators.
 - c. The Social Media Committee will determine if an account or a new platform is necessary and relevant to the library's social media strategy.
 - d. The Public Communications Specialist must approve branding of the site's content before it is published to ensure conformity, insofar as such is possible, with JMRL's style manual.
 - e. Once an account is published, if any of JMRL's content is brought into question, only the Public Communications Specialist or the Library Director is empowered to revise or remove content.
4. Members of the community are encouraged to interact with the library through social media. However, the posts/comments/messages are monitored. They are subject to editing, modification and/or deletion if they:
 - a. Contain vulgar language, personal attacks of any kind, or discriminatory comments that target group identities.

- b. Promote services, products or political organizations.
 - c. Are clearly off topic.
5. A community member may interact with the library's social media accounts by becoming a "follower" or a "member" of various library social networking accounts. The library has the ability to end that relationship at any time.
 6. All current library policies apply regarding parental responsibility for the Internet use of minors (Policy Section: 4.234), and Computer and Internet Access (Policy Section: 4.7).
 7. As with all use of library computers (Policy Section: 4.7), staff members are responsible for using resources in an efficient, ethical, and lawful manner.