

Lodi Memorial Library Social Media Policy

Lodi Memorial Library recognizes the potential of new technologies such as social media to improve communication and to facilitate our mission to serve the informational, educational, cultural and recreational needs of our patrons. This policy provides guidelines for the use of social media by employees and patrons of the Lodi Memorial Library.

Social media is defined as any website or internet application that allows users to create and share information. Social media includes community created content sites such as blogs, online forums, online chats, social networking sites (e.g. Facebook), wikis, customer review sites, user-generated photo or video sites and instant messaging tools.

Social media content representing the library will be created by designated members of the Lodi Memorial Library professional staff. Content will relate to library programs, events, services, readers advisory, photos, the library collection or special topics that the library is discussing or promoting. The Library has established primary profiles on social networking sites including Facebook, Flickr, Twitter and YouTube. Administration and oversight of these accounts is the responsibility of the Library Director.

Many social networking sites allow users to link their profile to the Lodi Memorial Library profile by “Liking” or “Following” the Library. The Library does not collect, maintain or use the personal information stored on any third-party social media site other than to communicate with users on that site. Users should be aware that third party social media sites have their own privacy policies which will be enforced.

Comments and postings from the public are allowed on the Library’s social media sites, but will be reviewed by the designated Library staff for content appropriateness.

The Library reserves the right to review all public submissions and to delete comments or postings that fall within one or more of the following categories:

- Copyrighted material posted without permission
- Personal attacks, harassment or threatening language
- Potentially libelous statements
- Private, personal information published without consent
- Commercial promotions, solicitations or spam

- Comments unrelated to the content of the discussion
- Organized political or religious activity
- Confidential workplace information

Library staff may block individuals or groups posting comments which violate these content guidelines.

Staff participating in social media on behalf of Lodi Memorial Library must follow these guidelines in creating posts:

- Use your real name
- Be courteous, positive and respectful
- Be accurate, researching before replying as needed
- Respond in a timely manner to questions and comments
- Uphold patron privacy guidelines outlined in the Library's Patron Privacy Policy
- Keep your supervisor informed about your social media activity

The Library's social media sites will be monitored on a regular basis during normal hours of library operation. Material that is deemed inappropriate will be handled via deletion of the material. When possible, the individual whose comment was removed will be sent a private message online informing them that his or her comment was deleted due to violations with the Library Social Media Policy. The consequences of repeated violations will be explained in the message.

The Library will follow a "three strikes policy" for content violations. Upon a third violation, the individual will be removed as a friend/follower and will be directed to the social networking site's administrator for further information. A user who has been deleted may appeal the deletion in writing to the Library Director within 30 days after the deletion. The Library Director will affirm or reverse the deletion decision, or present the request to the Library Board of Trustees for a final resolution.

Social networking records are defined as "Transient documents", non-historic and/or duplicate. Thus such records are not required to be retained after administrative or reference value has been served (*NJDARM Circular Letter 03-10-ST, 1.5.2.1 Transient Documents*) .If Library staff deletes a comment or posting, the Library will retain the deleted material for 30 days or the conclusion of the appeal process, whichever is longer.

Approved by The Board of Trustees of Lodi Memorial Library November 16, 2011