

Library Policy No. 35

Subject: Social Media Policy

Adopted by the Library Board of Trustees on October 12, 2011

Revised: November 9, 2022

Purpose

The West Bloomfield Township Public Library is committed to using a variety of communication methods, including social media, to engage with the greater West Bloomfield community. Examples of such sites include Facebook, Instagram, YouTube, Google Business, and LinkedIn.

The Library's social media platforms aim to serve as the digital face of the Library in accordance with the Library's mission to educate, empower, inspire, and entertain our diverse community. This includes content related to library and community news, library and partner events, library services, library collections, and public libraries in general.

Library Accounts

This policy only applies to official library social media accounts. The accounts of individual employees or board members are not subject to this policy. The role and usage of the Library's social media sites will be evaluated periodically by library staff and may be terminated at any time without notice to followers.

Personal Information

The Library may occasionally refer to public comments made on social media. However, it will not collect, sell, or knowingly transfer to any third party any personally identifiable information related to social media engagement with the library. Users may remove themselves at any time from the Library's "Friends" or "Followers" lists.

Users should have no expectation of privacy when commenting on library posts or tagging the library. Comments and posts on the library's page may be read by anyone once posted publicly, regardless of one's friends, followers, or subscribers list. The Library advises against posting personal information or contact information on social media sites. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

- To learn more about Facebook and Instagram’s Privacy Policy, visit facebook.com/privacy/policy
- To learn more about YouTube and Google’s Privacy Policy, visit policies.google.com/privacy
- To learn more about LinkedIn’s Privacy Policy, visit linkedin.com/legal/privacy-policy

Reuse of Public Comments and Posts

The Library shall be granted the right to reproduce public comments and posts on the Library’s pages in other public venues. For example, a Google review or a response to a Facebook post may be quoted in a newspaper or on the library website. No personal information other than the first name will be used unless prior approval is granted by the user.

Behavior, Content Removal, and User Blocking

The Library’s social media accounts serve as a limited public forum that will allow the Library to share information with people who engage on each platform. All users are welcome to participate, provided they accept the terms of service of the respective social media platforms. The Library requests and urges that all participants adhere to the general rules of civility.

Social media is not the mechanism used by the Library to document or address library user problems and concerns or influence Library policy, procedures, or programs. The Library asks that individual user complaints be sent directly to the Library Director so that they can be addressed effectively.

Comments and opinions expressed through any library social media account are those of the individual contributors and do not reflect those of the Library, its officers or employees. Social media users should use their own judgement about the quality and accuracy of any information presented through social media.

The Library reserves the right to (but is not required to) temporarily block users who have posted in violation of this policy, or to remove violating posts or comments. To the extent the Library has sufficient contact information, the Library will contact users who have been blocked or whose comments have been removed to notify the user of the action and cite the reason(s) for the block or removal. Users within the library’s service area will be afforded an appellate process to challenge the removal or block within 48 hours by writing to or emailing the Library Director, who shall decide the appeal within 14 days and respond to the appeal in writing.

To ensure a healthy, safe space, the following content may be removed from the Library’s social media sites:

- Content that contains privileged, proprietary, or confidential information about any individual, business, or entity
- Libelous or defamatory content
- Content that contains sexual harassment, pornography, threats, or gratuitous violence
- Content that promotes or perpetuates discrimination
- Content that promotes illegal activity or potentially violates local, state, or federal laws, including intellectual property and copyright laws
- Content that supports or opposes political candidates, campaigns, political parties or legislative ballot measures
- Content that solicits funds

Participation on the Library's social media sites implies agreement with this policy and other library policies. If a user does not agree to these terms, they should not use the Library's social networking sites.