



# Watsonville

## PUBLIC LIBRARY

### **Social Media Policy & Strategy**

#### **Social Media Policy**

##### **Definition**

For the purpose of this policy, Social networking is defined as communication through an online service or site for building informal or formal relationships among people and organizations that share a common interest. Social media and social networks are internet-based programs that are used to communicate; some examples are Facebook, Instagram, Twitter, LinkedIn, Blogs, etc.

##### **Purpose & Goals**

In keeping with the Watsonville Public Libraries (WPL) mission to gather, learn, and celebrate, WPL endorses the use of carefully chosen social media tools to enhance communication, collaboration, and information exchange between the library and our community. WPL recognizes the value of social media to increase the library's visibility, connection to community, and to further its mission. Social media offers new ways of informing the public and engaging residents in our community. The primary goals of social networking by WPL are:

- Increase the library's connection to the community
- Community outreach, marketing, and publicity
- Cultural and Educational programming
- Increased opportunity to receive community input
- Additional library related uses that may be explored or expanded upon as deemed reasonable by library administration
- Advertisement of volunteer opportunities available at the library
- New opportunities to build partnerships
- Ways to support the library

All use of social networks shall be consistent with WPL's mission, vision, and purpose. As such, the use of social networks will focus on library related activities and/or topics of community interest.

All official WPL presences on social media sites or services are considered an extension of WPL's information networks and are governed by WPL's policies, including, but not limited to,

the internet and computer use policies. Members of the public are encouraged to use WPL's social media sites to post items that are related to library activities and community topics of interest. WPL staff will review these posts on an on-going basis for relevance and/or appropriateness. Posts that are deemed inappropriate for any reason will be removed. Examples of writing or images that are strictly prohibited include, but are not limited to, the following:

- Obscene, threatening, discriminatory, harassing, slanderous or off topic posts
- Plagiarized or unauthorized copyrighted materials
- Soliciting of personal services or commercial advertisements
- All illegal information or activities
- Personal or private information like email addresses, phone numbers, etc.
- Political activities, except library related informational items posted by WPL staff.
- Anything that violates WPL's policies, procedures, and code of conduct.
- Items that are determined to be in conflict with WPL's mission and vision, or statements that are detrimental to WPL's ability to business.

Postings of this type will be detailed and follow-up action may be taken as deemed appropriate by library administration, including, but not limited to, banning the poster from further use, or reporting the user to the service providers or law-enforcement authorities. By using WPL's social media sites, users are agreeing to follow WPL's Social Media Policy. WPL administration, or its designated representative reserves the right to delete submissions that are deemed inappropriate.

## **Social Media Strategy**

### **Moderation & Posting**

Social media moderator(s) will be appointed to manage WPL's social media accounts. Designated moderator(s) must be a WPL employee and be familiar with WPL policies. Furthermore, designated moderator(s) shall understand the scope of responsibility and be appropriately knowledgeable and/or trained to interact on behalf of the organization. General guidelines for managing WPL's social media include:

- Maintain and update the social media sites following WPL's Social Media Procedures.
- Use or add visual content, such as photos, videos, URL's, etc whenever possible.
- Maintain a single voice: Informative, neutral, and light in tone.
- Highlight the library's community value and the intended outcomes that library programs, activities, and discussions intend to achieve
- Respond to inquiries as appropriate

### **Establishment of Social Media Accounts**

WPL may establish social media accounts with the permission of the library director.

## **Content of Posts**

Posts should inform library users about services, resources, programs, events and promote library use, as well as encourage dialogue between users and library representatives.

Social media posts, as with all library media releases, should be positive in tone and should reflect the values and viewpoint of the library, rather than personal opinions. *Detailed instructions for posts can be found in WPL Social Media Procedures document.*

Content of posts are approved by the library director.

## **Third Party Posts**

The library is not responsible for the content of posts made by third parties, including customers, reviewers, advertisers, etc. Public posts by third parties do not reflect the positions of the library, its employees.

The library reserves the right to delete public posts or comments if they include spam or advertisements, hateful or harassing speech, obscenity, personal disparagement or defamation, or any other comment that violates the library's code of conduct.

## **Complaints/Negative Comments**

Complaints or negative comments should not be deleted, but should be engaged like any other patron complaints. Staff may move the discussion to a private venue such as chat or messaging.