

**POLICY 342**  
**SOCIAL MEDIA POLICY**

Social Media is a valuable tool for communicating information about Library related subjects and events. Social media also provides an environment to engage and facilitate conversations around shared ideas. The Lisle Library District (LLD) supports participation in Social Media as an additional method to promote the services and resources of the Library.

Social Media may be defined but not limited to blogs, micro blogging, self-published online journals, collaborative web based discussion forums, and forms of online broadcast communications.

The LLD supports the valuable use of Social Media by staff members and encourages media fluency. Usage of Social Media is in alignment with the Library's mission to enrich, educate and empower patrons as it is used for education, information, communication.

The following policy points apply:

**A: Employees utilizing social media:**

1. Employees may not reveal or discuss confidential work related matters through the use of social media.
2. Employees cannot use social media to harass, threaten libel or slander, malign, defame, or discriminate against other employees or the Lisle Library District.
3. Employees may not participate in social media sites for personal use while on Library work time and at no point on a public services desk.
4. While on work time employees may engage in responsible utilization of social media for communication and information about Library related subjects, or to utilize such social media sites for the benefit of the Library as assigned.
5. Employees that want to respond or post comments with regards to Library related matters should always use professional ethics and respectful communications.

**B: Lisle Library District Sponsored Social Media:**

1. Only employees designated by the Library Director may officially represent the Library through social media.
2. Copyrighted material may not be posted unless permission has been obtained from the owner of the copyright.
3. LLD reserves the right to lawfully monitor employee's use of social media with respect to LLD.

4. Designated employees are responsible for ensuring that all LLD sponsored social media conforms to guidelines listed below. These employees are authorized to remove immediately and without advance warning any content that violates the guidelines of LLD for social media.

LLD reserves the right to remove or moderate patron or employee content from Library sponsored social media social with no advance warning if it:

- a) Is off topic or out of context
- b) Is determined to be offensive, obscene or harassing
- c) Contains personal or private information
- d) Violates any local, state or federal law
- e) Is not in accordance with the LLD Code of Conduct
- f) Violates the intent of Social Media which is sponsored by the LLD
- g) Anonymous or unidentifiable to a specific individual

### **C: Lisle Library District Utilization of Social Media**

Lisle Library District utilizes social media and publicity in order to promote resources, events and services. Photographs and other media opportunities may take place on Library grounds, in programs, or other sponsored events.

Patrons will not be identified in media unless they elect to opt into identification through formal acknowledgement or informal agreement such as self-tagging. Images from events may be utilized without express permission though staff members will make every effort inform patrons that images are being recorded. A patron may opt out of participation in social media through self-monitoring of their own accounts or by speaking with a staff member.

Performers will have the opportunity to accept, limit or decline permission to use social media promotion through general contract acknowledgement.

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