

POLICY 342
SOCIAL MEDIA

Social media is valuable for communicating information about Library-related topics 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 efforts to promote the services and resources of the Library.

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

A. Employees utilizing social media:

1. Shall not reveal or discuss confidential work-related matters through the use of social media.
2. Shall not use social media to harass, threaten, malign, defame, or discriminate against other employees, Trustees, or the Lisle Library District as a whole.
3. Shall not utilize social media for personal use while LLD work time and at no point on a public services desk.
4. May engage in responsible utilization of social media for communication and information about library-related topics or to utilize such social media sites for the benefit of the LLD as assigned.
5. Should always use professional behavior and respectful communications when posting or responding to comments regarding the LLD.

B. LLD-Sponsored Social Media:

1. Only employees designated by the Library Director may officially represent the LLD through social media.
2. LLD social media sites/platforms are administered by employees of the LLD.
3. Copyrighted material may not be posted unless permission has been obtained from the owner of the copyright.
4. Designated employees are responsible for ensuring that all LLD-sponsored social media conforms to guidelines listed below. These employees are authorized to immediately remove any content that violates the guidelines as established below.

LLD reserves the right to remove or moderate content from Library-sponsored social

media if it:

- a. Is offensive, obscene, or harassing
- b. Contains personal or private information
- c. Violates any local, state, or federal law
- d. Is not in accordance with the LLD Patron Code of Conduct
- e. Contains commercial, proselytizing, political/campaign-related content

C. LLD Utilization of Social Media

LLD utilizes social media in order to promote resources, events, services, and to connect to the community. Photographs and other media opportunities may take place on LLD grounds, in programs, or at other sponsored events.

Patrons identified by name in LLD social media posts have given permission for the LLD to use their name/s. A patron may opt out of social media participation by speaking with a staff member who may be taking photographs or recording an event. Images from events may be utilized on LLD social media platforms without express permission; staff members will make every effort to inform patrons that images are being recorded.

D. LLD Board of Trustees Social Media Use

The LLD Board of Trustees are encouraged to participate in and promote LLD events and communications via their own personal social media accounts or via commenting on LLD social media platforms.

Trustees utilizing social media:

1. Shall not reveal, share, discuss, or confirm confidential/private LLD-related matters through the use of social media.
2. Shall not use social media to harass, threaten, malign, defame, or discriminate against employees, other Trustees, or the LLD as a whole.
3. Should always use professional behavior and respectful communications when posting or responding to comments regarding the LLD.
4. Should not appear to speak for the LLD Board as a whole and shall state that opinions expressed are their own, when responding to comments or questions about the LLD.
5. Shall not intentionally or negligently post incorrect or incomplete information about the LLD.
6. Shall correct the record/post when misinformation about the LLD has been posted/shared.

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