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8.1 Summary

The Library Social Media Policy (Policy) applies to staff and patron use of Library sites and staff use of other social media sites. The Library employs social media to reach more diverse populations of users and to speed news of the Library and its services among the library community. Modes of social networking addressed in this Policy include, but are not limited to, Facebook, Flickr, Foursquare, LinkedIn, MySpace, Twitter, Yelp, YouTube, wiki's, apps and blogs. The purpose of the Policy is to apply the ethical standards the Library uses in other areas to newer technologies for communication. The Policy especially informs staff of their responsibilities to support the credibility and reputation of the Library.

For convenience, this Policy is divided into 3 parts: (1) Library-operated social media sites, (2) Library employees' responses to professional issues on social media sites, and (3) Library employees' personal use of social media.

8.2 Library-operated Social Media Sites

South Holland Public Library's social media sites are limited/designated public forums on which the Library may impose reasonable restrictions, as follows.

- The Library Director will approve the offering of departmental social media sites, book clubs, surveys and other special interest social networking sites sponsored by the Library.
- All social media sites shall include an introductory statement that clearly specifies the purpose and topical scope of the site. Staff is responsible for developing and monitoring content.
- All social media sites shall clearly indicate that they are maintained by the Library and shall have Library logos, address, telephone number, fax number and/or e-mail addresses prominently displayed as appropriate
- All Library owned communication facilities are subject to search at any time. No employee should have any expectation of privacy in social media interactions or text messages. However, any personal passwords found during a search may not be used to access any personal files of an employee.
- Library sites are provided on an "as is" and "as available" basis. The Library will not be liable for any damages of any kind arising from the use of or the inability to use this site. Users interact with these sites solely at their own risk.
- Privacy settings shall be at a low setting to enable easy patron access.
- Although the Library may not pre-screen or regularly review posted comments, the Library retains the right to remove at its sole discretion any content that it considers to violate the terms of this Policy. Comments that are abusive, obscene, defamatory, threatening, harassing, slanderous, embarrassing, false, offensive, or libelous to the Library or that promote discrimination will be removed as soon as possible.
- The Library may suspend a user's access upon breach of terms or conditions of this Policy.
- Library employees' personal postings on issues of public concern are protected by the Constitution of the United States' First Amendment. Library employees participating in concerted employee activities are protected by the National Labor Relations Board.
- Public requests for information under the IL Freedom of Information Act must be made to the Public Disclosure Officer by contacting:
Mike Veronie
Village of South Holland
16226 Wausau Avenue
Telephone: 708.210.2910
- All social media sites are to be linked to the Library's website:
www.southhollandlibrary.org
- The Library's use of social media sites follows the requirements of the U.S. Stored Communications Act, the IL Freedom of Information Act and the IL Local Records Retention Act.

- Library staff members are to use real names or department names in their addresses.
- In response to public comments, Library staff members are to:
 - Provide a link to works by others when using copyrighted information or referring by attribution.
 - Write in the first person. Even if the blog is sponsored by the Library, make sure that the response states that the views expressed are those of the author.
 - Be respectful in your comments and avoid inflammatory topics.
 - Respect confidential information.
 - Never identify a Library user without permission. In accordance with the Children’s Internet Protection Act, be very cautious using information about children under the age of 17.
 - When interviewing others, clarify how their information will be used/disseminated. The South Holland Public Library Privacy Policy (see Appendices) applies to social media sites.
 - Strive for accuracy; correct errors immediately.
 - Do not publish pictures without consent of the Library Director.

8.3 Library Employees' Responses to Professional Issues on Social Media Sites

Staff members are to follow these guidelines when responding to professional issues on social media sites beyond the Library's sites.

- An on-line pseudonym may be used when interacting on professional social media sites.
- Comments may be offered on library related topics with which the employee has professional knowledge.
- Advocacy is appropriate when contacting legislators on behalf of the Library but staff must state that the views expressed are those of the author, not those of the Library.
- Comments are to be topically related to the purpose of the blog or other social media site.

8.4 Library Employees' Personal Use of Social Media

Staff members are encouraged to participate in social media sites beyond the Library's sites to further their understanding of current events, culture and trends, within these guidelines.

- It is permissible to indicate that you are an employee of the Library in an incidental way but be clear that any opinions expressed are yours alone and do not represent the official views of the Library.
- Do not use Library logos, address, telephone number, fax number or e-mail addresses on social media sites other than those sponsored by the Library.
- Do not use the Library's name in your logon ID or user name.
- Library employees' personal postings on issues of public concern are protected by the First Amendment. Library employees participating in concerted employee activities are protected by the National Labor Relations Board.

8.5 Appendices

- 8.5.1 South Holland Public Library Privacy Policy
- 8.5.2 Content Not Allowed When Using Library Social Media
- 8.5.3 Ethical Guidelines
- 8.5.4 Laws Referenced in the Social Media Policy Networking Policy
- 8.5.5 Definitions
- 8.5.6 Acceptance of Social Media Policy

8.5.1 South Holland Public Library Privacy Policy

South Holland Public Library is committed to user confidentiality. The confidentiality of library records is a core part of library ethics and the South Holland Public Library follows the [Code of Ethics of the American Library Association](#).

Confidentiality and your library record

Under the Illinois General Assembly Library Records Confidentiality Act, ILCS Chapter 75, Section 70 “The registration and circulation records of a library are confidential information. No person shall publish or make any information contained in such records available to the public...”

Confidentiality extends to information sought or received, materials consulted, borrowed, and includes database search records, reference interviews, circulation records, interlibrary loan transactions, registration records, and all other personally identifiable uses of library materials, facilities, or services.

Circulation, registration information, and information retrieval records may not be disclosed except to:

1. The cardholder (with card or other proper id). NOTE: This is regardless of age or relationship. For example, parents cannot be told what materials a child has checked out without the child’s consent.
2. Staff of South Holland Public Library acting within the scope of their duties in the administration of the library system and in facilitating interlibrary loans.
3. Persons authorized by the cardholder to access the individual's records identified by a signed note of permission given by the cardholder.
4. Representatives of any local, state, or federal government, pursuant to subpoena or search warrant authorized under the authority of federal, state, or local law relating to civil, criminal, or investigative power. Upon receipt of any such subpoena or search warrant, the Library President will consult with legal counsel to determine if the subpoena or search warrant is in proper form and if there is a valid basis for its issuance before providing confidential information.

The Library occasionally conducts promotional campaigns to inform the community of our services. The Library at those times use patron email or postal address for the library's internal mailing lists.

The Library does not sell, lease, or otherwise distribute or disclose patron name, email address, postal address, telephone number, or other personal information to outside parties.

Confidentiality, our website and our social media sites

When patrons visit the South Holland Public Library web site, the Library collects and stores only information to measure the number of visitors to different areas of the site to assist in making the site more useful to you. The information includes:

- the address (IP) of the patron's computer or Internet provider
- the date and time the patron accessed our site
- the pages that are accessed and how patrons navigate the site
- the Internet address of the web site that referred the patron to the Library's site

Web site data is separate from individual library account data. The Library cannot look up patron library records to determine what web sites were visited.

The South Holland Public Library also offers a wireless network that allows patrons to connect to the Internet at our location. Please be aware that data accessed and sent over the South Holland Public Library wireless network is not encrypted.

Cookies

A cookie is a small data file written to a computer's hard drive. They are generated by web sites to provide users with a personalized and often simplified online experience. Certain third party database services within the Library's web site, such as the Library's subscription databases will generate and store cookies on user's computer's hard drives if users engage in such services. If users choose not to accept the cookies generated by such third party database applications, they will not be able to use some of those services online; use of the remainder of the Library's web site will not be affected. Be assured that cookies, by themselves, cannot be used to reveal or discover the identity of the individual user nor are they collected or stored on any South Holland Public Library server. Acceptance of any third party database cookie on this site will not compromise patron anonymity while using our web site.

Web forms and email

If a patron initiates a reference inquiry, or subscribes to the Library's newsletter, or submits a form on the Library's website, this information is considered as part of the borrower account and protected as outlined above.

Online suggestions and other general email to the library which do not apply to borrowing or intellectual pursuits may be considered public records under Illinois State Law ILCS, Chapter 75.

If patrons leave the South Holland Public Library site

The South Holland Public Library's web site contains links to external web sites not maintained by the Library. The Library cannot be responsible for user privacy when visiting outside web sites. Please consult the privacy policies of those web sites should there be questions regarding their use.

8.5.2 Content Not Allowed When Using Library Social Media

- Profane language or content.
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- Comments that support or oppose political campaigns or ballot measures.
- Sexual content or links to sexual content.
- Solicitations of commerce.
- Conduct or encouragement of illegal activity that violates the Library's ethical standards.
- Information that may tend to compromise the safety or security of the Library.
- Content that violates a legal ownership interest of any other party.

8.5.3 Ethical Guidelines

Library staff will limit social networking performed at work to Library-related responsibilities and will adhere to the following ethical guidelines.

- Do not use unprofessional pseudonyms. Do not impersonate another person.
- Verify that comments are factual, accurate and presented with correct spelling and grammar.
- Do not post materials that are abusive, obscene, defamatory, threatening, harassing, slanderous, maliciously false, offensive, libelous to the Library, embarrassing or that are discriminatory.
- Do not post to political campaigns or ballot measures.
- Do not gossip about other Library Staff, Board members or users.
- When corrections are made, the retraction shall reference the original posting.
- Delete spam and off-topic comments in accordance with the IL Local Records Retention Act.
- Link directly to online references and original source materials.
- Be sensitive when selecting pictures for use in publications.
- Do not use Library logos, address, telephone number, fax number or e-mail addresses on social media sites other than those sponsored by the Library.
- Realize that Social media communities have their own culture, etiquette, and norms, and be respectful of them.

8.5.4 Laws Referenced in the Social Media Policy Networking Policy

Constitution, U. S.

 First Amendment Rights

 Limited/designated public forum

Federal Communications Commission

 Children’s Internet Protection Act

National Labor Relations Act

Stored Communications Act

IL Freedom of Information Act

IL Local Records Retention Act

IL Open Meetings Act

8.5.5 Definitions

- *Constitution, U. S.*
 - *First Amendment Rights:* An individual's First Amendment Rights are violated when government intervenes when an individual, not as part of their duties as an employee, is speaking on issues of public concern. However, disciplinary action can be used if there is a government policy in place requiring employees to make clear that they are speaking personally when using social networking or their posts undermine the ability of the employer to operate efficiently.
 - *Limited/designated public forum:* As defined by the U. S. Supreme Court, a limited or designated forum is a forum set aside by government for expressive purposes. The government may adopt reasonable limitations on who may use the forum, including time, place and manner of use regulations.
- *Federal Communications Commission:* Children's Internet Protection Act requires implementation of safety policies addressing the safety and security of minors when using electronic communications as well as unauthorized disclosure, use and dissemination of personal information regarding minors.
- *National Labor Relations Act:* The Act protects both union and nonunion workers when they engage in protected, concerted activity when they come together to discuss working conditions. The federal law permits employees to talk with co-workers about their jobs and working conditions without reprisal whether in person or on social media.
- *Stored Communications Act:* Employers may not use employee's username and passwords discovered during a search of an employees' social media to examine electronic accounts unrelated to the employer's system (ie, private electronic accounts) without permission.
- *IL Freedom of Information Act:* Public records means all records, reports, forms... recordings, electronic data processing records, and electronic communications... pertaining to the transaction of public business, regardless of physical form or characteristics, must be made available for copying and inspection. Preliminary drafts and pre-decisional internal emails between staff members are excluded.
- *IL Local Records Retention Act:* The Act defines documents that must be retained by government and defines how long specific records must be kept.
- *IL Open Meetings Act:* The Act defines a meeting as any gathering, whether in person or by video or audio conferencing, telephone call, electronic means (electronic mail, electronic chat, and instant messaging) or other means of interactive communication in which a majority of a quorum is discussing public business. Such meetings must be held in public. Trustees should refrain from posting, commenting or discussing public business via social networking platforms especially if other trustees have already commented on the topic.

8.5.6 Acceptance of Social Media Policy

By accessing, creating or contributing to any blogs hosted by the Library, and in consideration of the services provided to you by the Library, you submit that you have read and understand this Policy and agree to abide by its terms. The Library may suspend a user's access upon breach of terms or conditions of this Policy. Violation of this Policy by a Library employee will be subject to discipline, up to and including, immediate termination of employment.

Name

date