

STOUGHTON PUBLIC LIBRARY

SOCIAL MEDIA POLICY

Approved by Library Board 11-21-18



I. Purpose

The mission statement of the Library is to educate, enrich, empower, and engage our community. As part of that engagement, the Library supports the creation and use of online environments to bring library users together and promote library services and programs.

The purpose of this policy is to establish guidelines for facilitating online posts and comments by the staff of the Stoughton Public Library and by members of the public; and to establish guidelines for use, maintenance, and monitoring of social media by the Stoughton Public Library staff.

I. Guidelines and Expectations for Library Social Media

Members of the public are encouraged to post Library-related information including information about books, movies, music, DVDs, and other Library related items and programs. Family-friendly comments, posts, messages, and photos are welcome on the Stoughton Public Library's social media sites.

All posts will be regularly monitored and reviewed for content and relevancy.

In most cases, library staff will respond to appropriate questions from the public within two business days.

In the case of more complex or time-sensitive questions, members of the public may be invited to contact the Library at storef@stolib.org or at (608)873-6281.

Stoughton Public Library pages shall not include:

- Attacks on any ethnic, racial, economic, religious, or other group
- Hate speech, vulgar or obscene language, personal attacks on any individuals, or potentially libelous statements

- Plagiarized material, or material in violation of copyright laws
- Advertisements, endorsements of specific brand name products, or services for advertising or marketing purposes
- Political advertisements or endorsements
- Comments totally unrelated to Library topics
- Hyperlinks to material that is not directly related to Library topics
- Content that violates any law, the [Library Behavior Policy](#), or any other [library policy](#).

The Library will not collect, maintain or otherwise use any personal information stored on any third party site (e.g. Facebook, Instagram) in any way other than to communicate with users on that site, unless users of the site specifically grant permission for Library contact outside the site.

The Library reserves the right to modify or remove postings, and block or un-follow individuals that it deems, at its sole discretion, to be in violation of the above guidelines. Such determination shall be made by the Library Director or his/her designee(s).

The Stoughton Public Library is not responsible or liable for content posted by members of the public on Library social media.

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