

APACHE COUNTY LIBRARY DISTRICT

Where communities are the heart of our libraries.

Apache County Library District Social Media Policy

Intent

Apache County Library District uses Social Media to inform library users about services, programs, online resources, and library materials, as well as community information and events.

Purpose

The purpose of the social media policy is to ensure effective and safe promotion of our library services, resources, programs, and community information to the public. These guidelines also address our responsibilities relating to public records, protection of free speech, and information privacy and security—all very important issues and unique to government entities utilizing the medium of social networking.

Definition/List of sites:

Social Media includes, but is not limited to Facebook, Instagram, YouTube, Twitter, blogs, and other similar sites. Any platform that people can use to create “community” online by publishing, conversing, and sharing information.

Acceptable Use of Social Media

The Policy is created on the foundation that the best and most suitable Apache County Libraries uses of social media tools generally fall into these categories:

- As channels for disseminating time-sensitive information, such as emergency notifications as quickly and broadly as possible
- As marketing/promotional channels that increase the Library District’s ability to share its message and resources with the broadest possible audience
- As a customer service and feedback resource
- As an online channel for services provided face-to-face

Libraries should consider using social media channels to distribute the following classes of information:

- Library Resources/links to online resources
- Highlighting materials within the library
- Programs/Events
- Employment
- Emergency information
- Public Service Announcements
- Local/Community news, information, and announcements
- Customer service/feedback/answer questions

Posts should be positive in tone and should reflect the values and viewpoint of the library rather than personal opinions. Assigned staff need to be consistent in posting AND monitoring the posts for comments, questions, feedback. Please answer/respond to these posts as quickly as possible. Complaints or negative comments should not be deleted but should be engaged like any other patron complaint. Staff may move the discussion to a private venue such as chat or messaging. If a library deems any comments inappropriate, they must confer with the Library Director before removing them from Facebook. If the decision is made to remove a comment the library must retain a copy of what was removed.

Procedural Guidelines

For security Social Media accounts should be logged out of each time a staff member completes a post. Do not remain logged in and do not have your browser remember the password. Log in only to create posts and then log back out. Records of all related accounts: usernames and passwords shall be kept up to date at the district office, remember to update that information as passwords change. Social media passwords should be changed quarterly and be complex passwords. Do not use the address, phone number or name of the library in the password. The goal is to create passwords that are not easily guessed by hackers.

Each library manager should designate one (1) staff member for their social media accounts/posts. Posts should be reviewed for correctness and appropriateness by the manager before being posted. If the manager is the social media person, please have another staff member review for errors and spelling. The assigned staff member will also be responsible for monitoring content and any feedback on Facebook and respond as appropriate in a timely manner, or have the manager respond if needed.

Content needs to be monitored to assure that it is:

- Accurate
- Spelled properly/proper use of grammar
- Timely
- Applicable to a wide audience
- Useful or actionable

- Easy to read and understand
- Related to current library or community events and services and matches the same type of services that the libraries provide when face to face.

Apache County Library District social media sites are subject to the State of Arizona public records laws. Any content maintained in a social media format that is related to County or Library business, including a list of subscribers, and posted communication, is a public record. In short, whatever the libraries post on their social media sites is considered a public record.

State law regarding retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the library maintaining the site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a county server in a format that preserves the integrity of the original record and is easily accessible.

Regarding Apache County Library District social media sites, articles and comments containing any of the following forms of content shall not be allowed:

- Comments in support or opposition to political campaigns or ballot measures
- Profane language or conduct
- 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
- Sexual content or links to sexual content
- Solicitations of commerce
- Content that reveals private, personal information without permission
- Photographs that do not conform to the Library District's Photo Permission Policy
- Conduct of or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public or public systems
- Content that violates a legal ownership interest of any other party (copyright, etc.)

One important goal of social media use is that the posts be spread by other users to their followers and friends. Assigned staff and manager should keep track of the stats on social media and observe what messages are passed along the most, or have the most clicks and interaction and consider what makes them appealing in order to formulate content that is relevant and increases the reach of library social media accounts to the broadest audience possible.