

Tipton County Public Library Social Media Policy

Purpose

Tipton County Public Library (TCPL) endorses the use of carefully chosen social media tools as an important enhancement to communication, collaboration, and information exchange between TCPL staff, library users, and the general public. Social media use can also provide streamlined, cost-effective marketing and outreach as well as foster a sense of community between the library and its users.

Our primary goal, whether using print, electronic, or social media, is to increase awareness and use of library services, materials, and programs. All library communications should be integrated, consistent, and used to reinforce the library's established identity and mission.

Staff Terms of Use

1. Participation by TCPL in social media sites or pages and online communities (not individual posts) shall be approved in advance by the Library Director.
2. Where possible, each social media page should clearly indicate that it is maintained by TCPL and should have TCPL's contact information and logo prominently displayed.
3. Where possible, social media pages should link to TCPL's official website and this social media policy.
4. When representing TCPL via social media, staff shall:
 - a. Conduct themselves at all times as representatives of TCPL and adhere to all associated standards of conduct;
 - b. Not make statements about patrons or disseminate confidential information in violation of TCPL's Confidentiality of Records policy;
 - c. Not represent postings as official TCPL policy unless this has been clearly approved by the Library Director;
 - d. Not conduct political, religious, or private business activities.
5. TCPL staff shall abide by all copyright and trademark restrictions in posting materials to electronic media.

Public Terms of Use

1. TCPL has no affiliation with any advertisements or other material posted by third party sites or software.
2. Comments are moderated by TCPL staff. TCPL reserves the right to remove or not post comments that are unlawful or off-topic as determined by its sole discretion, including, but not limited to content that is:
 - a. Illegal, such as infringement on current privacy or copyright legislation;
 - b. Offensive or malicious, including personal insults, racist/sexist/abusive comments, and personal or cultural attacks;
 - c. Spam, including advertising, commercial postings, and solicitation of funds;
 - d. Sexual or political in nature;
 - e. Irrelevant and not related to the posted content.
3. Abuse of the above terms may result in the violating party being barred from further postings.
4. TCPL is not responsible or liable for content posted by any subscriber in any forum, message board, or any other area within our social media tools.