



# Northfield Public Library

## SOCIAL MEDIA POLICY

### **PURPOSE**

The purpose of this policy is to ensure the proper use of the Northfield Public Library's social media sites by its employees, and establish procedures for creating a social media presence that helps broaden awareness of the wide range of library resources, programs, and activities. The library will utilize social media sites to encourage community involvement and to create a dialog between the library and its patrons regarding library services, resources, events and programs, and community information.

### **USE**

When using social media sites as a representative of the library or any library-affiliated group (Poet Laureate, Teen Advisory Board), Northfield Public Library employees and representatives will act in a professional manner by:

- Adhering to all Northfield Public Library and City of Northfield personnel policies.
- Using only appropriate language.
- Being aware that what is written will not only reflect the writer, but also on the library as a whole, and the City of Northfield.
- Ensuring that private, confidential information, including names, will not be used as a part of any content added to a site.
- Being aware that all content added to a site is subject to open records/right to know laws and discovery in legal cases.
- Obtaining consent, as appropriate, before posting photos of patrons of all ages, including obtaining a signed Picture Release Form for children and youth under 18 years of age. (See Appendix A.)

### **PUBLIC POSTINGS**

Though comments, posts, and messages are welcome on the library's social media sites, the library reserves the right to remove user comments at any time if they are in violation of this policy. While the library recognizes and respects differences in opinion, all such interactions will be regularly monitored and reviewed for content and relevancy.

### **RULES FOR COMMENTS AND POSTS**

- Stay on topic. Comments and posts should be library related.

- The library is not responsible for user-generated content. A posted comment is the opinion of the user only, and publication of a comment does not imply endorsement or agreement by the Northfield Public Library.
- Individuals should not post anything that they do not have the right to post. Violating copyright of images, music, video or published works without sources credit or permission of the owner is prohibited.
- Posts containing offensive, obscene, threatening or abusive language, or hate speech, are strictly prohibited and will be deleted. Authorities may be contacted.
- Users may report concerns to library staff. Library staff will review those concerns as soon as possible.
- Spam and commercial content will be removed by library staff. This includes posts or comments used for campaigns, religious or commercial purposes, or for soliciting funds.
- Duplicate posts from the same individual will be deleted.



## Picture Release Form:

I give the City of Northfield permission to use my name and photo, and/or my child's name and photo in publications, websites and any other promotional material the city sees fit.

Child's name: \_\_\_\_\_

Parent's name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_