

Social Media Policy

Purpose of the PCPLD's Social Media Sites:

The Poplar Creek Public Library District (PCPLD) has established social media sites primarily in order to inform PCPLD users about PCPLD programs, events (including those co-sponsored with other organizations), and materials, and to encourage dialogue and the exchange of information and knowledge between users and PCPLD staff about these programs, events and materials. PCPLD's Social media sites may also be used to notify the general public of PCPLD employment opportunities. PCPLD's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but a limited public forum for discussing PCPLD programs, events and materials. PCPLD does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on the social media accounts.

Agreement: By joining, utilizing and/or posting on PCPLD's social media sites, you agree to comply with this Policy, and PCPLD's Policy on Internet and Computer Use, as applicable. The PCPLD's Social Media Policy applies whether or not a patron chooses to post comments using a computer at the PCPLD or when posting from any other computer to any PCPLD social media site.

While PCPLD encourages dialogue, it respectfully requests that commenters be mindful that its social media sites are open to the public and that commenters be courteous and civil toward one another.

Definitions:

- "PCPLD" shall mean the Poplar Creek Public Library District.
- "Posting" shall mean any writing, image, video, download, audio file, and hyperlinks to other websites [or media which is downloaded, referenced, inserted] placed upon any PCPLD social media site.
- "Social media site" shall include any online forum/site, web application or account created and/or maintained by PCPLD or its agents, that allows for open communication on the internet, including without limitation:
 - Social Networking sites (LinkedIn, Facebook, Pinterest)
 - Micro-blogging Sites (Twitter)
 - Instant Messaging Tools
 - Online Encyclopedias and Wiki posts (Wikipedia)
 - Video and Photo-sharing Websites (YouTube, Flickr, Tumblr, Instagram)
 - Chat rooms, podcasts, discussion forums, blogs

Content Restrictions:

PCPLD reserves the right to restrict or remove any content that is deemed to be in violation of this policy or any applicable law. Content that is deemed not suitable for posting by PCPLD because it is not topically related to the particular subject being commented on, or is deemed prohibited content based on the criteria defined below, shall be retained pursuant to the records retention schedule along with a description of the reason the specific content was deleted. Content and comments on PCPLD's social media accounts containing any of the following forms of content and postings shall not be allowed:

- Advertisements or sale of merchandise or services;
- Charitable solicitations, or political campaigning;
- Spam;
- Not topically related to the particular site or posting being commented on;
- Obscenity or child pornography;
- Copyrighted or trademarked material;
- Content that promotes, fosters, or perpetuates discrimination and/or harassment on the basis of race, color, marital status, religion, national origin, sex, disability, age, sexual orientation, creed, ancestry or any other protected category;
- Slanderous, libelous, threatening or defamatory statements.

Disclaimer: PCPLD is not responsible or liable for the content of postings by third parties on any PCPLD sponsored social media site, and postings do not reflect the opinions or positions of the Poplar Creek Public Library District, its employees, or its Board of Trustees.

Ownership: By posting on PCPLD's social media sites, you give PCPLD permission to use your name, profile picture, and the content of any posting you make without compensation to you or liability on the part of PCPLD.

To report comments or concerns:

Contact: socialmedia@plib.org