

Iowa City Public Library
Administrative Policy: Social Media Sites Policy

See also:

Administrative Policies: Telecommunications, Social Media Posting Guidelines for Staff Policy
Board Policies: 700 Community Relations, 701 Public Relations, 802 Confidentiality.

Purpose

The purpose of the Iowa City Public Library Social Media Sites Policy is to set forth guidelines for the establishment and use of Library social media sites as a means of conveying Iowa City Public Library information to the public. The intended purpose behind the use of Iowa City Public Library social media sites is to disseminate information from the Library, about the Library, to the public in a civil and unbiased manner.

The Iowa City Public Library has an overriding interest and expectation in deciding what is “spoken” on behalf of the Library on Library social media sites. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wikis, content hosting sites such as Flickr and YouTube, and social networking sites such as Facebook, LinkedIn, Instagram and Twitter. This policy is in addition to and complements any existing or future Iowa City Public Library policies regarding the use of technology, computers, smart phones, e-mail and the internet and is intended to mirror in many ways the Social Media Policy for the City of Iowa City.

General policy

1. The establishment and use by any Library department of Library social media sites are subject to approval by the Library Director or her/his designees. All Iowa City Public Library social media sites shall be administered by the Department Director or her/his designees.
2. Library social media sites shall make clear that they are maintained by the Iowa City Public Library and that they follow the Iowa City Public Library Social Media Policy. The Library logo or branding shall be used on all social media accounts to confirm authenticity of the site. Library social media accounts will only join a group or become a fan of a page if it is related to official Library business, services, and events.
3. Wherever possible, Library social media sites should link back to the official Iowa City Public Library website for forms, documents, online services and other information necessary to conduct business with the Iowa City Public Library.
4. The Library Director or her/his designees will monitor content on Library social media sites to ensure adherence to both the Iowa City Public Library Social Media Sites Policy, the Social Media Posting Guidelines, and the interest and goals of the Iowa City Public Library.
5. Users of all Library social media shall adhere to applicable federal, state and local laws, regulations and policies.

6. The Library reserves the right to restrict or remove any content that is deemed in violation of the Iowa City Public Library Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Library Director or her/his designees for a reasonable period of time, including the time, date and identity of the poster, when available.
7. The Iowa City Public Library's website at <http://www.icpl.org> will remain the Library's primary and predominant Internet presence.
8. Freedom of Information Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.
9. Iowa City Public Library social media sites are subject to State of Iowa public records laws. Any content maintained in a social media format that is related to Library business, including a list of subscribers and posted communication, is a public record. The Library is responsible for responding completely and accurately to any public records request for public records on social media. Content related to Library business shall be maintained in an accessible format pursuant to Library and City of Iowa City policy and practice so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
10. Employees representing the Iowa City Public Library via social media accounts must conduct themselves at all times as representative of the Iowa City Public Library. Employees who fail to conduct themselves in an appropriate manner shall be subject to the Disciplinary Action Procedures outlined in the Personnel Policy Manual.

Comment policy

Although the Iowa City Public Library encourages posts and comments on the social media sites managed by the Library, the sites are **limited public forums** and are moderated by Library staff. The Library reserves the right to deactivate the comment feature on Library-affiliated social media sites, where applicable, at any time without prior notice.

1. A comment posted by a member of the public on any Iowa City Public Library social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Iowa City Public Library, nor do such comments necessarily reflect the opinions or policies of the Iowa City Public Library.
2. Comments containing any of the following inappropriate forms of content shall not be permitted on Iowa City Public Library social media sites and are subject to removal and/or restriction by the Library Director or her/his designees after consultation with Library Public Relations staff:
 - a. Profane, vulgar, or obscene comments;
 - b. Sexual content or links to sexual content;
 - c. Comments not related to the original topic;

- d. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status, or mental or physical disability;
 - e. Defamatory or personal attacks;
 - f. Threats to any person or organization;
 - g. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - h. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - i. Conduct in violation of any federal, state or local law;
 - j. Encouragement of illegal activity;
 - k. Information that may tend to compromise the safety or security of the public or public systems; or
 - l. Content that violates a legal ownership interest, such as a copyright, of any party.
3. Comments that contain the following protected information should be immediately removed after consulting with the Library Public Relations staff. Protected information includes the following:
- a. Social security numbers.
 - b. Financial account numbers.
 - c. Dates of birth.
 - d. Names of minor children.
 - e. Individual taxpayer identification numbers.
 - f. Personal identification numbers.
 - g. Other unique identifying numbers.
4. The Iowa City Public Library reserves the right to deny access to Iowa City Public Library social media sites for any individual who violates the Iowa City Public Library Social Media Sites Policy, at any time and without prior notice. The Library reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
5. The following verbiage can be used to warn individuals about their content: “Your recent post is in violation of the Iowa City Public Library Social Media Policy. Please refrain from posting inappropriate content in the future. If you do not refrain from posting such content, we will block you from this forum. Thank you for understanding.”
6. Library Public Relations staff shall monitor their social media sites for comments requesting responses from the Library and for usage in violation of this policy.
7. The Library Director or their designees, shall determine how employees must identify themselves when participating in the social media forum.

The Social Media Sites Policy must be displayed to users on the social media site or the site must contain information for users about where they may find the Social Media Policy.

Administrative Policy Adopted: November 3, 2016