

Social Media Policy

Introduction

The Walter E. Olson Memorial Library (OML) makes use of social media as a means of outreach, promotion, and resource sharing to support the Library's mission. While OML works to create community connection through its services, its use of social media is not intended as a forum for public conversation. This policy is presented to provide guidance and direction to Library staff and the general public as to appropriate access and use of Library social media and has been developed with reference to [the American Library Association's Social Media Guidelines for Public and Academic Libraries](#).

Staff responsibilities

Staff members with admin access/posting privileges to OML social media accounts have the responsibility to:

- Further OML's mission to welcome and support all people to connect, learn, discover, and grow
- Represent the Library with respect, courtesy, and professionalism
- Protect patron privacy and confidentiality
- Moderate OML's social media presence to ensure that acceptable behavior guidelines are maintained

Acceptable behavior

Acceptable behavior on OML social media parallels that for the Library itself. Users are expected to:

- Be courteous, considerate, and understanding of others
- Respect the safety and wellbeing of others
- Respect the intellectual/creative property of the library others (i.e. observe copyright and licensing)
- Disseminate accurate and truthful information and resources

The terms of service of each social media platform must also be upheld.

Violation of Policy

Unacceptable behavior includes, but is not limited to:

- Posting content that is graphic, obscene, violent, explicit, abusive, defamatory, harassing, discriminatory, and/or suggests or encourages illegal activity
- Commercial promotions or spam
- Impersonating another person or misrepresenting one's identity

Unacceptable behavior may result in the removal of content, blocking, the termination of access, and other disciplinary measures as determined by the Library Director.

Public Record

Content posted to public library social media is public record and subject to Wisconsin Public Records Law. This is inclusive of content that may be removed from public view by moderation. Please refer to [the OML records retention schedule](#) under “Patron Incident and Disciplinary Files” for further information.

Disclaimer

Content posted by individuals not authorized to administer/moderate OML social media accounts do not reflect the views or positions of the Library, its Trustees, or its staff. Community members should exercise their own judgment about the quality and accuracy of any information presented through social media.

By posting content to any OML social media account, individuals indemnify the Library against any damages, losses, liabilities, judgments, costs or expenses arising out of a claim by a third party related to any material you have posted.