

Social Media Policy

I. Policy Statement

- A. The Mount Prospect Public Library uses social media to communicate information about its library services and resources and to engage the community to serve its mission.

II. Definition of Social Media

- A. Social Media are electronic communications channels and online communities used to share information, ideas, messages, and other content. This includes, but is not limited to, social networking sites, social news, blogs, forums, microblogs, wikis, bookmarking sites, and photo and video sharing sites. The library monitors its organization, name, and reputation on all social media platforms as well as within traditional media.

III. Public Social Media User Guidelines

- A. The library invites contributions, comments, and other interactions from the public via social media in a limited public forum; the library limits the topics that may be discussed on its social media accounts. Topics are limited at the discretion of the library, including programming, resources, services, events, public announcements, and responses to library staff requests, surveys, or contributions.
- B. The appearance of external links or shared posts to library social media does not constitute official endorsement on behalf of the Mount Prospect Public Library, its Board of Trustees, or employees.
- C. Any content or information that is disclosed in a public forum becomes public information. Patrons should exercise caution disclosing content or personal information online. Members of the public participate in social media at their own risk and take personal responsibility for their usernames, comments, and information.
- D. The library moderates and reserves the right to restrict and remove content or comments that violate this policy, library policy, or any applicable law. Content that is deemed not suitable by the library because it is not topically related to the subject being commented on, or is deemed prohibited, will be deleted and retained by the library pursuant to records retention requirements.
- E. Content and comments on the library's social media containing any of the following shall not be allowed:
 - 1. Commercial interests, solicitations, and advertising
 - 2. Spam
 - 3. Copyright or trademark violations
 - 4. Harassment or bullying of library employees, patrons, or others
 - 5. Libelous comments, threatening comments, or statements intended to defame anyone or any organization
 - 6. Obscene, graphic, explicit comments or submissions, or child pornography
 - 7. Off topic commentary, including content not related to library business, programs, events, resources, and materials
 - 8. Offensive language
 - 9. Personal and/or cultural attacks, hate speech, or insults

Mount Prospect Public Library
Social Media Policy

10. Political campaigning, candidate endorsements or opposition
11. Promotion or encouragement of illegal activities
12. Specific and imminent threats

By choosing to comment, members of the public agree to abide by these guidelines.

IV. **Feedback**

- A. The Mount Prospect Public Library Executive Director and the Board of Trustees welcome feedback from patrons. Patrons may submit comments or feedback online (www.mppl.org/contact-us) or fill out a comment card in the library.

V. **Agreement**

- A. By choosing to access the library's presence on social media, members of the public agree to abide by this policy and MPPL Online Terms of Use. In addition, any policies or user agreements set forth by a social media platform and agreed to by that platform's users remain in effect.

Revision History

10/15/20, 05/01/2017, 06/01/2016, 07/01/2013, 08/16/2012