



Social Media Guidelines

Policy Number: LS 1108

Effective: August 2018

Purpose

This policy governs the use of social media by the library for the purposes of engaging customers and promoting library learning experiences, materials and services. This policy augments the library's role in conjunction with Administrative Directive #CO-09 and Board Policy – Section: 02.17.00.00. Social media activity will be administered and moderated by library staff.

Policy

Social media is defined as various online activities that integrate technology and social interaction, allowing people to share information in a virtual environment. The library's Social Media Committee meets monthly to discuss and plan social media content. The committee will have a chair and consist of Librarians and Library Technical Assistants representing different service areas of the library. Proposals for all social media projects should be submitted to the library executive team for approval. Social media, as utilized by the library, will be considered limited public forums and will include the County's approved Comment Policy (below) concerning public commentary:

By commenting in this forum, you give Hillsborough County (and the Tampa- Hillsborough County Public Library) the right to reproduce, distribute, publish, display, edit, modify, and create derivative works from, and otherwise use, your submission for any purpose in any form and on any media. Comments that include the following will be hidden/removed and may lead to a user being banned from participation in our social media outlets:

- Advertisements or solicitations
- Repeated instances of the same post (spam)
- Malicious links
- Material that infringes on the rights of any third party, including intellectual property, privacy, or publicity rights
- Personal attacks against others, including Commissioners or staff members
- Behavior and/or language that is obscene, abusive or otherwise violates the Tampa-Hillsborough County Public Library policy, LS502 Code of Conduct.

Staff members shall be designated by library administration, to act as moderators and post content on a regular basis intended for view by the public and staff. Though content provided by staff moderators may be conversational intone, comments must maintain professional standards of decorum, follow County and library policies and procedures, and reflect well on both the library and the County.

Visual content must conform to established guidelines set forth by the Social Media Committee regarding permissible use (i.e., copyright, photo releases). Library staff will monitor public comments posted on its social media channels to ensure comments meet the standards and guidelines established by the approved Comment Policy and LS 502 Code of Conduct. Additional standards regarding public comments may be imposed, as appropriate, on specific social media (i.e., limiting personally identifying information on a youth blog, etc.) Moderators will maintain an archive containing all social media posts and comments in accordance with the State of Florida's General Records Schedule GS15 for Public Libraries

Procedure

Members of the Social Media Committee will review each comment submitted as quickly as possible (not to exceed 24 hours) to ensure that it meets the Comment Policy, LS 502 Code of Conduct and any additional standards imposed by the terms of service of each social media platform. Members are authorized to independently address comments in violation of policy. Comments may be hidden when they clearly fail to meet these standards (i.e., contain obvious profanity, verbal abuse, sales messages, or promotion of illegal activity). If a moderator is unsure whether a comment meets or fails to meet the established standards of the Comment Policy, the comment will be reviewed by at least two additional moderators to reach a consensus regarding whether to keep or hide the comment.

The recommendations of the moderators will be documented via County email. If a comment is hidden, a copy of the original comment and the rationale behind the decision to hide the comment should be preserved by forwarding the content to the team of moderators in a county email detailing standards that the comment failed to meet. Moderators shall ensure that archive settings within the appropriate software are set to archive all posts and comments published. If the social media service offers limited archival ability, moderators will follow established procedures for archiving (i.e., saving screenshots).

Published posts and comments should not be edited without adding a comment or notation documenting the change and the date, time and moderator making the change. A copy of the original content must be preserved using established moderation procedures.