

# Stillwater

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## Public Library

**Policy Title:** Social Media Policy  
**Date adopted:** 09/14/2010  
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### **Policy**

Stillwater Public Library will determine, at its discretion, how its social media resources will be designed, implemented and managed as part of its overall communication strategy. Library-related social media resources may be modified or removed by the Library Director at any time and without notice as further described in this policy.

Stillwater Public Library social media accounts are considered Library assets and administrator access to these accounts must be securely controlled in accordance with this policy. The Library reserves the right to modify, deactivate or shut down any of its social media accounts at any time, for any reason, without notice.

The Stillwater Public Library Board of Trustees designates to the Library Director and/or designee the authority to develop guidelines for the use of social media.

### **Purpose**

Stillwater Public Library wishes to represent itself appropriately and consistently. The purpose of this policy is to establish procedures for creating and maintaining an overall social media presence.

Stillwater Public Library will maintain a positive and informative social media presence. Library employees and agents have the responsibility to use the Library's social media resources in an efficient, effective, ethical and lawful manner pursuant to all existing Library and departmental policies. This policy also provides guidelines and standards for Library employees and agents regarding the use of social media for communication with the public, the media, businesses and organizations.

At the same time, the Library has an overriding interest and expectation in deciding what is "spoken" on behalf of the Library. The Library's official web site, [www.stillwaterlibrary.org](http://www.stillwaterlibrary.org), shall remain the Library's primary online medium for communicating information to the public.

### **Definitions**

Social media are internet and mobile-based applications, websites and functions, other than email, for sharing, distributing and discussing information, where users can post photos, videos, comments or links to other information to create content on any topic.

As used in this policy "social media" includes, but is not limited to:

- Social networking sites and mobile applications such as Facebook, LinkedIn, Twitter, Nextdoor, etc.
- Blogs, Vlogs
- News and aggregate sites such as Reddit and Buzzfeed

- Video and photo sharing sites such as YouTube, Instagram, Snapchat, Imgur and TikTok
- Wikis, or shared encyclopedias such as Wikipedia
- An ever emerging list of new web-based platforms generally regarded as social media or having many of the same functions as those listed above

As used in this policy, “employees and agents” includes all Library representatives, including

- Employees; including full-time, part-time, seasonal and temporary employees, volunteers and interns
- Independent contractors
- Elected or appointed officials
- Appointed or elected board or commission members

As used in this policy, “social media manager” includes any employee or agent with administrative access to any of the Library’s social media accounts.

As used in this policy, the terms “the Library” and “Library” refer to the Stillwater Public Library.

## **General Conditions and Restrictions**

### **A. General Standards**

Library social media managers are responsible for managing and maintaining social media accounts or websites.

Library social media accounts will focus on significant Library interest areas and be organized in a manner that avoids ambiguities and/or conflicting information across the Library’s various communication media. Creation of new Library-sponsored social media accounts is subject to the review and approval process outlined below.

All Library social media accounts must conspicuously display or link to a public notice that informs the public of the purpose of the social media presence and the terms one agrees to in accessing, using, or posting to the Library’s social media page.

Social media must be consistently branded to communicate a clear association with the Library. Branding will include, but not be limited to, the inclusion of the Library logo and, where possible, the Library’s official website colors. The naming and contact conventions used for social media will be Library specific and must not contain individual employee names. All approved social media accounts will contain links to the Library’s official website and to any other Library web presence that is relevant to the topic.

Library use of social media sites must comply with this policy.

Use of Library social media must comply with applicable laws, regulations, and policies.

Library social media accounts covered by this policy are Library assets and must not be used by social media managers or employees for private or personal purposes. Logins to these accounts must be securely administered in accordance with Library security policies and/or procedures

Library social media messages may not be used to express personal views or concerns pertaining to

Library employment relations matters.

No Library social media shall be used by the Library or any employee or agent to disclose information classified by the Minnesota Government Data Practices Act as confidential, private, nonpublic, or protected nonpublic. If there is any question as to whether information is classified by the Minnesota Government Data Practices Act, contact the City Attorney.

There is no expectation of privacy in the use of any Library social media.

Be aware that content will reflect not only on the writer but also on the Stillwater Public Library as a whole. Make sure information is accurate and free of grammatical errors.

Owners of social media sites commonly monitor usage activity and those activities may be disclosed to any number of parties. Links and embedded files may contain malicious software or redirect users to inappropriate sites, so should not be trusted.

All Library social media managers shall:

- Adhere to all Library personnel and computer use policies
- Use only appropriate language
- Not provide private, confidential, or classified information, including names, or using such material as part of any content added to a site
- Be aware that all content added to a site is subject to open records/right to know laws and discovery in legal cases
- Always keep in mind the appropriateness of content
- Comply with all existing policies established by the Library

## **B. Public Comments**

Where moderation of comments prior to posting is an available option, comments from the public may be moderated and denied by the Library. Where moderation prior to posting is not an option, sites will be regularly monitored and reviewed by Library social media managers.

If and when the Library's social media invites comments from the public, the Library intends to create a limited public forum for discussion of matters related to the Library and its services. Comments, posts or media posted by members of the public will not be edited; however, they may be removed or denied. The following are examples of content that may be denied, hidden or removed by Library social media managers before or after being published:

- Obscene or pornographic content
- Direct threats to persons or property
- Material asserted to violate the intellectual property of another person
- Material unrelated to the Library or its services
- Private, personal information about a person published without his/her consent
- Information that compromises a public safety security system
- Statutorily private, confidential, or nonpublic data
- Commercial promotions or spam
- Hyperlinks to material that falls into one of the foregoing categories

Before deleting any content that falls into one of the foregoing categories, the deleting social media manager will take a screenshot of the relevant content and email it to the City Attorney. Please contact the City Attorney with questions regarding this process.

A member of the public whose comment is removed may appeal the removal of the comment and seek reconsideration of its removal by contacting the Library in writing and explaining how the comment does not fall into one of the categories for removal. A written response should be provided as soon as reasonably possible.

A member of the public who disputes the legality of any portion of this policy may report that concern to the Library in writing. The Library should promptly acknowledge receipt of the report and, upon consultation of the City Attorney, respond to the reported concern as soon as reasonably possible under the circumstances.

### **C. Advertising**

Stillwater Public Library does not endorse any product, service, company or organization advertising on any of the social media with which it chooses to engage. The ads that appear on social media are posted and maintained by third parties over whom the Library has no control.

### **D. Terms of Use**

A link to this policy shall be posted on all Library social media accounts; however, if a link is not possible or practical, the Library will attempt to include this text: *"All posts to this account are subject to the Terms of Use set forth in the Stillwater Public Library's Social Media Policy, which may be viewed on [name of official website sans hyperlink]."* The Library's Terms of Use are as follows:

The Stillwater Public Library website, [www.stillwaterlibrary.org](http://www.stillwaterlibrary.org), and the Library's social media accounts are operated by Stillwater Public Library employees. We reserve the right, at our sole discretion, to change, modify, add, or delete Library content at any time.

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Stillwater Public Library has the right to reproduce any pictures or videos posted to this site in any of its publications, websites, social media, or other media outlets.

Stillwater Public Library has the right to quote any comments or suggestions left by users.

The views, postings, positions, or opinions expressed on this site do not necessarily reflect those of Stillwater Public Library. The City of Stillwater disclaims liability for ads, videos, promoted content or comments accessible from any external web site. The responsibility for external content or comments rests with the organizations or individuals providing them.

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*The most current policy supersedes any and all previous policies issued relative to this subject.*