



SOCIAL MEDIA POLICY

POLICY STATEMENT:

The Rock Island Public Library establishes social media sites to inform library users about library programs, events, materials, and services to encourage dialogue and the exchange of information and knowledge between users and library staff about library-related topics.

Disclaimer: The library is not responsible or liable for the content of postings by third parties on any library sponsored social media site. Postings do not reflect the opinions or positions of the Rock Island Public Library, its employees, Board of Trustees, or City of Rock Island.

PROCEDURES:

Designated staff will be given login/password information to social media sites.

Staff responsible for the library's social media sites will add appropriate posts on each site a minimum of once per week, monitor each site daily to answer patron questions/comments, and enforce the Social Media Policy regulations.

If abuse is found, as defined in the regulations section of this policy, any staff responsible for library social media sites has the authority to hide the post. In addition, depending upon the infraction, the library reserves the right to terminate accounts and ban/block users who have posted in violation of this policy.

If staff that is not responsible for the library social media sites read, listen to, or view something on a library-sponsored site that goes against the policy regulations, they are to report the infraction to designated social media staff for prompt action.

Patrons may report violations of the library's social media site policies to the library by calling the Publicity/Outreach Liaison at 309-732-7303.

REGULATIONS:

Failure to comply with federal, state, and local law, and library policy, rules and regulations will be grounds for suspension of posting privileges.

Posts containing the following will be hidden by library staff:

1. Copyright violations
2. Off-topic comments
3. Commercial material
4. Spam
5. Duplicated posts from the same individual
6. Obscene or racist content
7. Specific and imminent threats
8. Personal attacks, insults, or threatening language

9. Libelous comments
10. Personal information, including phone numbers, addresses, etc., or requests for personal information
11. Support or opposition of any labor organization, candidate for public office, or the passage of a levy or bond issue

Employee postings

Library employees are not prohibited from posting on the library's social media sites during their personal time outside of work. The library recognizes that public employees do not surrender all of their First Amendment rights by reason of their employment and that the First Amendment protects a public employee's right, in certain circumstances, to speak as a citizen addressing matters of public concern. However, when a public employee makes statements pursuant to their official duties, the employee is not speaking as a citizen for First Amendment purposes, and the Constitution does not insulate his/her communications from potential discipline by the library. Employees must be aware that information they display or comments they make on *library* social media sites may be viewed by other users as representing official library sponsored information or comments.

- *The library does not endorse, monitor, or review the content of personal, non library-related social media activity of its employees.*

GUIDELINES:

There should be no expectation of privacy when posting on library-sponsored social media sites. By utilizing these sites, consent is given to the library's right to access, monitor and read any postings on the site(s).

Content posted on library social media sites is subject to the Illinois Freedom of Information Act (FOIA) and record retention laws.

Personally identifying information should not be posted. People under the age of 18 should not post information such as last name, school, age, phone number, or address.

By posting on the library's social media sites you give the library permission to use your name, profile picture, and content of any posting you make without compensation to you or liability on the part of the library.

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BOARD APPROVED: 4/16/2013

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