

Drake Community Library Social Media Policy

Purpose

Drake Community Library utilizes social media platforms to enhance its role as a community gateway to information, resources, lifelong learning, and as a hub for people, ideas, and culture. These platforms are employed to broaden awareness of the library's diverse resources, programs, and activities, fostering an interactive environment with community members.

Definition

For this policy, "social media" encompasses any web application, site, or account managed by the Library that enables users to share or obtain information, including but not limited to blogs, social networks, and media-sharing sites.

Content Creation and Management

- Content on DCL's social media channels is generated or curated by authorized library staff or designated representatives. This content pertains to library-related materials, programs, events, photos, images, and topics of interest that the Library is promoting or discussing.
- Staff are encouraged to engage positively with the community, fostering an atmosphere conducive to education and learning.

Guidelines for Posting

When posting on behalf of DCL, staff should adhere to the following guidelines:

- Professional Tone: Posts should reflect the Library's values and principles, avoiding personal opinions.
- Privacy and Consent:
 - Obtain consent before mentioning individuals by name or description.
 - Respect the privacy of patrons and colleagues; do not post identifiable information without prior consent.
 - Do not post images of minors (under 18) without consent from a parent or guardian.
- Appropriateness: Ensure content is suitable for all age groups and aligns with the Library's mission.
- Accuracy: Verify the accuracy of information before posting to maintain the Library's credibility.
- Non-Endorsement: Avoid endorsing or promoting specific commercial entities, political candidates, or ballot measures.

Guidelines for Commenting

DCL welcomes community engagement through comments on its social media platforms. To maintain a respectful and constructive environment, the following guidelines apply:

- Moderation: Comments are monitored by library staff to ensure compliance with this policy.
- Prohibited Content: The Library reserves the right to remove comments that:
 - Violate copyright laws.
 - Are off-topic.
 - Contain commercial promotions or spam.
 - Are duplicated from the same user.
 - Include obscene or offensive language.
 - Present specific and imminent threats.
 - Are libelous or defamatory.

- Handling Negative Comments: Constructive criticism or complaints should not be deleted solely based on negativity. Staff should engage respectfully and may move discussions to private channels when appropriate.
- User Agreement: By commenting, users agree to adhere to these guidelines.

Administrative Oversight

To ensure effective management of DCL's social media presence:

- Assignment: The Library Director or department managers may designate specific employees to manage social media accounts.
- Supervised Contributions: Under supervision, interns or work-study students may create content.
- Access Control: A member of library management and/or IT personnel will be assigned as account administrators to ensure continuity and security.
- Account Transition: Departing employees will have their administrative access revoked immediately to maintain account security.

Privacy and Security Considerations

DCL acknowledges the importance of user privacy and data security on social media platforms:

- User Privacy: Exercise caution to prevent unauthorized disclosure of personal information.
- Data Security: Be aware of the potential for data aggregation and profiling on social media, and take steps to protect user information.
- Compliance: Adhere to applicable laws and regulations concerning privacy and data protection.

Policy Integration

This Social Media Policy is part of DCL's overall policy framework and should be interpreted in conjunction with other existing policies.

Adopted 06/2018
Reviewed 06/2021
Revised 03/2025