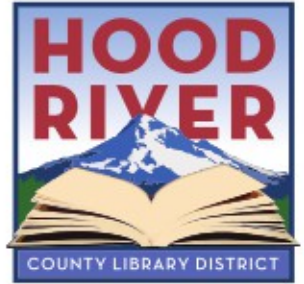


Social Media Policy



Hood River County Library District encourages patrons and staff to engage with the community through social media. Social media are tools that allow for online commentary, publication, and interaction, and include but are not limited to blogs, wikis, listservs, reviews, bulletin boards, and social networking sites.

District's Use of Social Media

The District uses social media to create welcoming and inviting online spaces where patrons can learn, enjoy, and interact with the library, staff, and other patrons. Social media content shall be made as accessible to the public as possible.

Staff may use social media for a variety of purposes, including promoting library events and services, discussing items of interest, soliciting feedback, and otherwise sharing content they think patrons may find interesting.

The District, in its use of social media, is committed to patron privacy and District transparency. Social media posts shall respect the District's Privacy Policy. Unless patrons volunteer the information, staff will never give out personally-identifiable information about patrons or their use of library services.

The Library Director selects staff members who are allowed to post on the District's social media accounts. Staff are encouraged to use their own voices when posting. However, they shall use their judgment in selecting items to post, choosing words, responding to comments, attributing sources, and ensuring accuracy. Posts by District staff on social media sites do not necessarily represent the District's official positions or opinions.

Patrons' use of District Social Media

The District encourages patrons to interact with their libraries through social media. This includes commenting on posts, sharing content, tagging the District in posts or photos, and otherwise providing feedback through social media. Staff are happy to show patrons how to set up social media accounts, if desired, to facilitate such interaction.

The District's accounts are publicly-accessible, in keeping with its commitment to openness. As such, patrons should take efforts to protect their privacy and that of others. Images or personally-identifiable information about other patrons, staff, or Board members should not be posted without permission of those individuals.

When quoting or sharing content from other sources, patrons should try whenever possible to attribute that content back to the original source.

Use by Minors

The District regards social media like any other resource in that it affirms the right and responsibility of parents and legal guardians to determine and monitor their own children's use of library services. The District does not act in place of a parent or guardian. As such, the District is not responsible for enforcing restrictions which a parent or guardian may place on a minor's use of social media.

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Limitations

The District reserves the right to moderate and, if necessary, remove comments posted on its social media accounts. Specifically, the following types of comments and content are not allowed from either staff or patrons:

1. Intellectual property violations or plagiarized items
2. Off topic comments
3. Commercial material/spam
4. Duplicated posts from the same individual
5. Obscene posts
6. Specific and imminent threats
7. Personal attacks
8. Potentially defamatory comments
9. Private, personal information published without consent
10. Posts advocating illegal activity.

If using the District's networks to access social media, patrons are expected to follow other District policies, including the Code of Conduct and Internet and Computer Use Policy.

Intellectual Property and Preservation

Original posts and comments made by staff on social media sites are subject to the District's Intellectual Property Policy and thus are able to be distributed and adapted providing that they are attributed to the District. In addition, in keeping with its Public Records Policy, the District will archive social media posts to the degree possible.

Approved by the Board of Directors, May 15, 2012

Last amended, December 16, 2014