

Social Media Policy

The Shorewood Public Library employs social media tools to market the library's resources, programs and services, and to promote dialogue between community members and the library.

The library permits authorized library staff to utilize any social media platform professionally on behalf of the library as long as it is beneficial for the library in communicating with patrons. Communication by the library via social media is intended to reflect the library's mission, vision and strategic goals.

The library's social media pages invite community member comments and content related to the library or library's posts. Comments or postings containing any of the following forms of content may be removed by the library without prior notice:

- Profane, obscene, or pornographic content and/or language
- Content that promotes, fosters, or perpetuates discrimination based on race, creed, age, religion, gender, national origin, disability, or sexual orientation
- Rude, defamatory or personal attacks
- Threats to any person or organization
- Comments related to a political campaign, candidate or party
- Solicitation of commerce, including promotion or advertising for paid services
- Conduct in violation of any federal, state, or local law or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public
- Content that violates a legal ownership interest, such as a copyright, of any party

Information posted on the Shorewood Public Library's social media profiles is subject to open records laws and posts that have been made public and are to be deleted will be saved elsewhere before removal.

Shorewood Public Library staff are discouraged from using personal social media on work time. Library staff are expected to conduct themselves professionally in the public sphere, including on social media. If library staff chose to identify as a Shorewood Public Library employee or representative of the Village of Shorewood on a non-library social media platform, there is an expectation that the employee will maintain a positive and professional image consistent with the library and village's mission, values, and strategic goals.

Library Board trustees should use caution when commenting on a page or in response to other comments from a board member in order not to violate open meetings law with a walking

quorum. A posted comment in direct response with another trustee on a current or future Library Board agenda item is discouraged.

Library Board trustees may post information related to the Library's resources, programs and services on personal and community social media platforms. It is strongly encouraged that the trustee consult with the Library Director or appropriate staff to help provide accurate and consistent information.

Any violations or concerns regarding social media use by staff or trustees should be reported to the Library Director. Any violations and concerns regarding social media use by the Library Director should be reported to the Library Board President.

Approved by the Library Board April 8, 2020