

## University City Public Library -Social Media Policy

The University City Public Library (UCPL) uses social media platforms for education, cultural, civic and recreational purposes. These platforms provide a public forum to share information about library programs, events and materials, along with other UCPL-related topics and issues. UCPL may use social media to communicate with patrons, authors, other libraries and community organizations.

Social media accounts are maintained by UCPL. Accounts will be monitored by designated staff. UCPL reserves the right to remove comments that violate our policies, are unlawful, or are off topic.

### **Restrictions:**

Posts containing any of the following may be removed from UCPL's social media accounts:

1. Material that violates copyright.
2. Off-topic comments.
3. Commercial promotions, commercial advertisements, political campaigning, or spam content.
4. Posts that contain inappropriate, sexually explicit, obscene, hateful, or racist comments.
5. Content that contains personal attacks, libel, slander, threatening or harassing language, defamation, or is otherwise objectionable.
6. Private and/or personally identifying information (i.e. phone number, address, etc.).
7. Photos, images or links which fall into any of the above categories.

Users are responsible and liable for the content they post to social media. UCPL is not responsible for patron-generated comments or content posted by non-UCPL staff that appears on social media accounts. Views expressed on social media are not necessarily endorsed by UCPL nor do they represent UCPL's views or policies. Content that contains threats or illegal content will be documented and reported to law enforcement. Users who violate these restrictions may be blocked from future commenting.

When appropriate, UCPL may choose to link its social media account with other organizations or link to other outside websites. Any link to an external website or non-UCPL social media profile is not a sponsorship, authorization, affiliation, or endorsement of that website or profile. UCPL is not responsible for content posted on external websites or non-UCPL social media profiles.

**Employee Use of Social Media:**

UCPL does not monitor personal social media accounts of staff, but will, when made aware, address posts that violate established UCPL policies. A post that violates privacy, confidentiality, or legal guidelines will be met with appropriate disciplinary action.

When responding to questions or comments seen on UCPL posts, employees should identify themselves as UCPL staff. Comments made as employees of UCPL should be respectful, informative, accurate, and professional in nature.

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