

Social Media Policy

I. PURPOSE

To establish a written policy to ensure effective promotion of library services, resources, and events to the public, and to ensure a high standard of customer service on social media.

II. POLICY

For the purposes of this policy, “social media” refers to any online or mobile platform open to the public, including but not limited to Facebook, Twitter, Snapchat, LinkedIn, Tumblr, etc. The Library Director must approve the creation of social media accounts. The Library Director may assign an employee or employees to manage social media accounts. The library may require a member of library management or IT to be added as an account administrator to ensure access continuity.

The Parkston Public Library will restrict access to obscene materials on Public access computers pursuant to SDCL 22-24-56 and South Dakota Codified Law, Chapter 22-24.

III. DEFINITIONS

A. Social Media: websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts.

B. Unregulated: Uncontrolled

IV ADMINISTRATION

A. Data Ownership

All social media communications or messages composed, sent, or received on library equipment are the property of the Parkston Public Library and will be subject to the South Dakota public records law. This law classifies information as available to the public upon request. The Parkston Public Library also maintains the sole property rights to any image, video, or audio captured while a Library employee is presenting the Library in any capacity. The Library retains the right to monitor employees’ social media use on library equipment and will exercise this right, as necessary. Users should not expect privacy. Social Media is not a secure means of communication.

B. Content of Posts. Posts should inform library users about services, resources, programs, and events, promote library usage, and encourage dialogue between library users and library representatives. Social media posts, as with all library media release, should be positive in tone and should reflect the values and viewpoint of the library rather than personal opinions of library employees. Social media may also be used, with careful discretion, to occasionally share news from Parkston Community organizations and South Dakota Library organizations which library staff determine will meet the needs and interests of the Library’s social network audience. This use of social media will build partnerships with local organizations.

C. Third-party posts. The Library is not responsible for the content of posts or comments made by third parties, including patrons, reviewers, advertisers, etc. Public posts by third-parties do not necessarily reflect the position of the Parkston Public Library, its employees, or the City of Parkston. The Library

reserves the right to delete public posts or comments if they include: a. Obscene comments or hate speech.

b. Personal attacks, insults, or threatening language

c. Private or personal information, including phone numbers and addresses, or requests for personal information.

d. Potentially libelous statements

e. Falsification of identity

f. Copyrighted, trademarked, or plagiarized material.

g. Posts in violation of laws or library policies

h. Comments, links, or information unrelated to the purpose of the forum

i. Duplicated posts by an individual user

j. Spam or other commercial, political, or proselytizing messages.

Any content posted by third parties is the sole opinion of the third party posting the message and does not reflect the position, official view, or policies of the Parkston Public Library. The Library is not responsible for, or liable for, any content posted by any participant in a Library social media forum who is not a member of the Library's staff.

Complaints or negative comments should not be deleted by staff but should be addressed as a patron complaint. Staff may move the discussion to a private venue, such as chat or messaging.

Approved by the Parkston Library Board of Trustees on December 11th, 2024.