

# LINCOLN PARISH LIBRARY SOCIAL MEDIA POLICY

Social media has become a primary means of information distribution for the Lincoln Parish Library, its patrons, and its employees. The purpose of this policy is to clearly define boundaries for publications through social media.

Social media is defined as any electronic communication service that allows users to create or join online communities to share, for example, ideas, messages, pictures, videos, and other content. This includes social and professional networking services. Examples of social media include Facebook, X (Twitter), Instagram, Pinterest, YouTube and LinkedIn. Social Media platforms allow users to transmit communications through Publications commonly referred to as “posting” or “posts” which set forth, for example, hyperlinks, picture, text, video, or written communications that are shared via various Social Media networks.

This policy addresses three (3) specific uses of social media:

- A. Official Publications of the Library: Only persons authorized by the Director can publish information of any nature and kind on the Library’s official website and other websites as well as social media platforms affiliated or associated with the Library. Likewise, only persons authorized by the Director can publish information of any nature and kind on any other social media site which sets forth or could be construed to be an official communication of the Library.
- B. Publications by Patrons on social media Hosted by the Library: All publications made by the public on the Library’s social media forums are the opinions or views of the patron and not the opinion or view of the Library. Just as patrons must follow rules in the Library’s physical building, patrons must likewise follow the same rules when posting on library social media forums. The Library reserves the right to remove users’ posts wholly or in part if the Library deems the information to be any of the following:
  - a. Advertisements or promotions of other entities, websites, etc.
  - b. Spam
  - c. Obscenity
  - d. Abusive, profane, threatening, hateful, pornographic, or violent
  - e. Containing privileged or proprietary information
  - f. Violating any local, state, or federal laws, including intellectual property laws, or violating any rule or policy of the Library.
  - g. Repeated violations may result in a patron, group, or organization being blocked from commenting, posting, or otherwise interacting with the Library’s social media account(s).
- C. Employee Social Media Publications: The Library respects each employee’s freedom of speech and individual expression of views. However, no employee is permitted to publish anything that states, implies, or could reasonably be interpreted to imply that their publication is made in the employee’s professional capacity and not in their personal capacity unrelated to the Library. Off the clock, an employee of the Library is a patron and must abide by all guidelines given in the “Publications by Patrons on Social Media Hosted by the Library” section above.

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## **Additional Provisions:**

- A. A Library's post should never "tag" any employee's personal or commercial social media account(s). Conversely, an employee who shares a Library post should not include any comment that states, implies, or could reasonably be interpreted to imply that his/her publication is made in the employee's professional capacity and not in his/her personal capacity unrelated to the Library.
- B. Library employees who choose to participate in social media should be clear in all publications that the information, opinions, or views expressed in their publications are personal to the individual posting and should not be attributed to the Library. Only the Library Director, or an individual the Library Director has delegated with the authority to speak on behalf of the Library, may provide official publications on social media. (See "Official Publications of the Library" above.)
- C. Employee publication of damaging comments, unauthorized images of Library patrons, activities, employees, facilities, programs, events, displays, or resources is strictly forbidden and is subject to disciplinary action including immediate termination of employment.

Approved by the Board of July 18, 2024