

Adopted: 9/2023

Social Media Policy

The mission of the Long Beach Public Library (LBPL) is to foster a love of reading and lifelong learning, cultivate community connections and growth, and provide access to creative and cultural opportunities. The use of social media can further that mission.

The primary goals of Long Beach Public Library's use of social media are to:

- Promote the Library's programs, materials, and services
- Share relevant community resources
- Call for Library advocacy

When necessary, social media will also be used by the Long Beach Public Library to share emergency communications, public service announcements, and other service-related information only as authorized by the Director or Assistant Director.

The primary audience is the Long Beach Public Library community.

For the purposes of this policy, "social media" refers to any social media site, blog, network, and communication tools that exist now and in the future that allow public feedback and sharing on the internet including Facebook, Instagram, YouTube, and TikTok.

Guidelines

New social media accounts may only be established with the Director's approval.

All official Library-represented social media platforms will be selected, created, and moderated by the Programming & Marketing Department, or those specifically designated by the Director or that Department.

All login information including user names and passwords must be shared with the Director and included on the Library's master list. This will ensure that the Library maintains institutional access to accounts if staffing changes but also in the event that emergency communications must be quickly broadcast to the public.

Social media accounts must have more than one staff member named as an Administrator.

Best Practices

- All accounts should incorporate Library branding
- Posts are representing the Library and the content created and shared is a reflection of the organization
- The tone should be consistent with LBPL's communication and marketing strategy
- Content should be written from the point of view of the "We," which represents the Library as a whole

Adopted: 9/2023

Social Media Policy

- Maintain copyright and fair use when posting content
- Content should be current, accurate, and relevant to the intended audience
- Content should be easy to read and understand
- Posting to social media should be done regularly
- Graphics and images should be hi resolution
- Include links and tags when appropriate
- Respond to comments and messages as necessary
- Posts and comments should be friendly yet professional and should not include the expression of personal, political, or religious views
- The Library does not provide medical, legal, financial, investment, or other similar matters advice to Library patrons or community members
- Social media is not to be used to collect information about Library patrons or community members
- All other Library policies apply equally to use of social media

Moderation

- While the Long Beach Public Library encourages an open forum, posts and comments on the Library's social media are moderated by Library staff. The Library reserves the right, within its sole discretion, to not post or to remove submissions/comments that are unlawful or violate Library policies. This policy is not intended to restrict communications or actions protected or required by state or federal law.
- Social media accounts will be monitored for content that violates the Library's Rules of Conduct and other policies, including but not limited to:
 - Offensive, obscene, threatening, or abusive language
 - Pornography
 - Selling, solicitation, commercial interests, and spam
 - Copyright violations
 - Defamatory and libelous comments
 - Threats against the Library, its staff, its Board of Trustees, or community members
 - Other speech or content not protected by the First Amendment
- Hate speech will not be tolerated. Posts containing racism, homophobia, sexism, or any other form of hate speech will be removed from the Library's social media.
- Repeat violations of the Rules of Conduct may result in temporary or permanent removal from the Library's social media page(s)
- The Library is not responsible for any patron-generated comments/content that appear on the LBPL's social media accounts. A posted comment is the opinion of the poster only, and publication of a comment does not imply endorsement of or agreement by the Library.

Adopted: 9/2023

Social Media Policy

- Users may report questions or concerns.
 - Moderators will review those questions or concerns as soon as possible. In some instances, we will not have the resources to review user comments and posts, but we do reserve the right to edit or delete user comments and posts in a manner consistent with our mission and policies.
 - The Library will not remove all posts that have been reported and the Library cannot respond individually to every report.

Personal Social Media Use

Long Beach Public Library does not intend to limit or restrict an employee or Trustee's right to utilize social media for personal reasons. However, if they identify themselves as a Long Beach Public Library employee or Trustee, the following statement must be included in their account profile: "Opinions are my own and do not reflect that of the Long Beach Public Library."

Additionally, employees should not represent themselves as speaking on behalf of the Long Beach Public Library unless granted express and specific permission to do so by the Director.

All rules regarding confidential and proprietary Library information apply in full to use of social media. Any information that cannot be disclosed through a conversation, a note, or an email also cannot be disclosed through social media.