

RAPIDES PARISH LIBRARY SOCIAL MEDIA POLICY

Social Media has become a primary means of information distribution for the Rapides Parish Library, its patrons, and its employees. The purpose of this **LIBRARY SOCIAL MEDIA POLICY** is to clearly define boundaries for publications through social media.

Definition of 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, Twitter, Instagram, Pinterest, YouTube and LinkedIn.

Definition of Publications. 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.

The RAPIDES PARISH LIBRARY SOCIAL MEDIA POLICY addresses three (3) specific uses of social media:

1. Official publications of the Rapides Parish Library;
2. Publications by patrons of the Rapides Parish Library on social media sites hosted by the Rapides Parish Library; and
3. Publications made by employees of the Rapides Parish Library on social media in their individual exercise of free speech.

Official Publications of the Rapides Parish 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 RAPIDES PARISH 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 RAPIDES PARISH LIBRARY.

Publications by Patrons on Social Media Hosted by the Rapides Parish Library

All publications made by the public on the Rapides Parish Library’s social media forums are the opinions or views of the patron and not the opinion or view of THE RAPIDES PARISH LIBRARY. Just as patrons must follow rules in the Rapides Parish Library’s physical branches, patrons must likewise follow the same rules when posting on library social media forums. The Rapides Parish Library reserves the right to remove users’ posts wholly or in part if the Library deems the information to be any of the following:

- Advertisements
- Spam
- Obscenity
- Abusive, profane, threatening, hateful, pornographic, or violent
- Containing privileged or proprietary information
- Violating any local, state, or federal laws, including intellectual property laws, or violating any rule or policy of the Rapides Parish Library.

Repeated violations may result in a patron, group, or organization being blocked from commenting, posting, or otherwise interacting with the Rapides Parish Library's social media account(s).

Employee Social Media Publications

THE RAPIDES PARISH 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 RAPIDES PARISH LIBRARY.

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 RAPIDES PARISH 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.

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 Rapides Parish Library Board of Control, January 21, 2020