

SOCIAL MEDIA POLICY

TFML Policy No. 27

The Thomas Ford Memorial Library (“Library”) utilizes a variety of social software tools to promote the Library and its services; to facilitate the sharing of ideas, opinions, and information about Library programs, events, and materials; to provide information about the Western Springs Library Friends and the Thomas Ford Library Foundation and their respective events and programs; and to provide opportunities for members of the community to interact with the Library. Patrons are invited to share opinions about Library-related subjects, resources, and programs. Postings do not indicate Library endorsement of the ideas, issues, hyperlinks or commentary posted. The Library’s social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but a limited public forum for discussing Library programs, events, and materials. The Library does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on social media accounts. Additionally, Library endorsement is not implied via "following," "friending," or otherwise linking to other online entities.

Definitions:

“Social media account or social media site” shall mean any and all of the Thomas Ford Memorial Library’s accounts for online services for the Library, its departments, boards, commissions, or subsidiary bodies that allow for interaction with library patrons, including but not limited to: Twitter, Facebook, Instagram and so on. In the context of this Policy, “service” shall mean Library social media accounts.

27.1 Comments

27.11 Because communication via social media constitutes a limited public forum, the Library reserves the right to restrict and to remove any message or posting that is not deemed by Library staff to be suitable for posting because it is not topically related to the subject being commented on, or is deemed prohibited content based on the criteria defined below. Any content that is removed shall be retained by saving a screenshot of the comment along with a memo to the file that describes the reason the specific content was deleted. This should be retained pursuant to the Library’s Record Retention Policy.

27.12 The Thomas Ford Memorial Library is not obligated to take any such actions listed above, and will not be responsible or liable for content posted by any subscriber on any Library social media account, in any forum, message board, or other area within the service.

27.13 Submissions that contain information including, but not limited to, the following are against Library rules and will be removed by Library staff upon discovery:

- Advertisements or sale of merchandise or services;
- Charitable solicitations or political campaigning, except organized political activities as allowed pursuant to Section 27.32 of this Policy;
- Spam;
- Comments unrelated to the particular site or posting being commented on;
- Obscenity or child pornography;
- Copyrighted or trademarked material;
- Sexual content or links to sexual content;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that promotes, fosters, or perpetuates discrimination and/or harassment on the basis of race, creed, color, age, gender, marital status, religion, national origin, physical or mental disability, sexual orientation, ancestry, or any other protected category; or
- Slanderous, libelous, threatening, or defamatory statements. References to the personality of individuals or personal attacks will not be permitted;
- Personally identifiable information, such as an address, phone number, social security number or other sensitive information;
- Profane language or content;
- Comments cannot represent a person other than the one posting the comment;
- Duplicate posts from the same individual.

27.2 Violations

27.21 Violations may result in the restriction of the user's ability to interact with the Library on social media and/or other consequences as stated in the Patron Behavior Policy. The Library reserves the right to terminate accounts, ban and/or block users who have posted in violation of this Policy on more than one occasion. Patrons are personally responsible for their commentary and should be aware that they may be held personally liable for commentary that is defamatory, obscene, proprietary, or libelous by any offended party, including but not limited to the Library.

27.22 Users may report violations of this Policy by contacting the Library Director or by reporting it to Library staff at (708) 246-0520 or info@fordlibrary.org.

27.3 Patron Participation

27.31 By using this service, patrons agree to abide by this Social Media Policy, Patron Behavior Policy, and Computer Use Policy.

27.32 Forums and messaging may not be used for commercial purposes or, unless otherwise specified by the social media site, organized political activities. If any user does not agree to these terms, he or she is not to use the service as use of the service expressly implies consent and agreement with the terms of this Policy.

27.33 While the Library encourages dialogue, it respectfully requests that commenters be mindful that social media sites are open to the public and that commenters be courteous and civil toward one another.

27.4 Privacy and Ownership

The Library's social media sites may be considered public records. If requested, the Library must disclose public records to third party requestors unless certain exemptions apply. The Library in its sole discretion shall determine whether postings on its social media websites are public records and whether exemptions from disclosure apply. By posting on the Library's social media sites, you give the Library permission to use your name, profile picture, and the content of any posting you make without notice or compensation to you, or liability on the part of the Library.

27.5 Notice

Users and visitors to the Library's social media accounts shall be notified that the intended purpose of the site is to serve as a mechanism for communication of Library news, services and events and that it is a limited public forum. The policy regarding comment removal shall also be included. This notice shall be posted in a conspicuous location on the Library's social media account and should be posted in a consistent location on all of the Library's social media accounts.

Related Library Policies:

Patron Behavior Policy

Computer Utilization Policy

Approved: October 27, 2020