

Poudre Libraries Board of Trustees Communication

Meeting Date: August 12, 2024
Type of Item: Policy Revision Review
Subject: Social Media Policy
Presented by: Katie Auman
Recommendation: Review and adopt policy revision

Background

The Library's Social Media Policy was previously revised, reviewed, and adopted in March 2021.

The current revision was done to include language and updates related to Intellectual Freedom and the rights of individuals. It was also done in parallel with our Reconsideration of Library Resources Policy to create a consistent policy and process for any public requests for content reconsideration related to social media, programming, collections, etc.

1. Clarified rules for commenting and posting and connected to Intellectual Freedom
2. Added "Reconsideration of Social Media Content" section
3. Removed sections that are suited to the Personnel Policy
4. Made general edits related to word choice, order of ideas, and other clarifications

Recommendation

Adopt revised policy.

4.6 Social Media

This policy is designed to ensure appropriate use of the District's social media by library staff and the public.

Poudre River Public Library District uses and encourages the use of multiple social media platforms to share public information, reach new audiences, engage with users more effectively, and enhance services by allowing greater interaction and feedback. The District provides online spaces that offer an extension of library services and resources to further its mission and strategic vision.

The District welcomes public comments, posts, and messages on our social media networks. The District's social media sites are limited public forums for discussing library initiatives, programs, services, events, and resources. The sites are not intended to be traditional, open public forums for the general exchange of ideas and viewpoints.

Rules for Commenting and Posting

The District reserves the right to monitor content posted to District-owned social media sites and accounts.

The District reserves the right to remove any messages or postings that it deems, in its sole discretion, to be inappropriate or in violation of the District's Behavior Policy. Views and opinions posted by members of the public to District social media do not constitute an endorsement by the District, its Board of Trustees, or its staff.

Inappropriate content includes that which violates the law and/or speech that is not protected by the First Amendment. It may also include, but is not limited to, the following:

- Copyright and/or intellectual property rights violations
- Obscene posts
- Abusive language and/or personal attacks
- Hateful or racist comments
- Libelous comments
- Comments promoting or perpetuating discrimination toward any person or group
- Commercial promotion or spam, advertising, or solicitation
- Specific and implied threats
- Endorsements of illegal behavior or activity
- Personal info such as email, telephone number, mailing address, or ID number

Additionally, the District reserves the right to terminate a person's ability to post, comment, or otherwise participate in the District's social media tools when the person has posted any of the above listed inappropriate content.

Individuals are responsible for the content of their comments. By choosing to comment or post content on any social media site managed by the District, individuals agree to indemnify the District and its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by, arising out of, or related to the posted content.

Privacy

The District does not collect, maintain, or otherwise use the personal information stored on any third party site (e.g., Facebook, [LinkedIn](#)) in any way other than to communicate with users on that site. Users should be aware that third party websites have their own privacy policies and [use guidelines and](#) should proceed accordingly.

Reconsideration of Social Media Content

The District regularly reviews user requests to add or remove content from its social media platforms. For details on how to submit a request, please review the [Reconsideration of Library Resources Policy](#).

Please Note

Comments posted by the public within Library District social media sites will not be considered as official requests for information or action. Official correspondence and requests will be received through the Library District at 301 E. Olive St, Fort Collins, CO 80524.

[Related Policies](#)

[Behavior Policy](#)

[Reconsideration of Library Resources Policy](#)

Approved April 12, 2021

Revised July 17, 2024 KA