

SOCIAL MEDIA

Revised: July 2025

Last Reviewed: July 2025

Guidelines are established to safeguard appropriate use of social media for staff, administrators, and the public to ensure professional and lawful communication across all digital platforms. Social media includes any website, app, or account created and managed by the library for public communication and engagement, including but not limited to Facebook, Instagram, X (Twitter), YouTube, and blogs.

Staff Use

- Only designated staff are authorized to post to library social media accounts.
- All content must be professional, accurate, grammatically correct, and respectful.
- Staff are prohibited from sharing confidential information.
- Personal social media activity must not imply official library endorsement.

Content Standards

The library welcomes public comments and interaction but reserves the right to remove or moderate content that:

- Includes obscene or pornographic material
- Promotes discrimination, harassment, or hate speech
- Contains threats, insults, or defamatory statements
- Shares personal information (e.g., addresses, phone numbers)
- Violates copyright or intellectual property rights
- Includes spam, irrelevant links, or commercial advertising
- Promotes political or religious agendas not affiliated with library programs

The library may ban or block users who violate these standards.

Legal And Ethical Compliance

- All posts are public records and may be subject to FOIA and records retention laws.
- Users should have no expectation of privacy when posting on library-sponsored social media.
- The library reserves the right to reproduce, edit, or share public comments for promotional or archival purposes.

Public Complaints

Complaints regarding library services, staff, or policies should be directed to library administration. Social media is not an appropriate forum for resolving such concerns.

Liability

By posting on library platforms, users agree to indemnify the Winnebago Public Library District and its staff from any legal claims arising from their content.

Teen Blog Content and Participation Guidelines

The library's teen blog provides a safe, moderated space for teens to express themselves, showcase creative work, and connect with peers through library-sponsored digital content. These guidelines ensure a respectful, appropriate, and inclusive environment. All submissions, posts and comments are subject to the same monitoring and review standards as outlined above. Participation is open to teens within the designated age range determined by the library.

Content Standards

- Submissions must be original work by the teen participant.
- Plagiarism, copyrighted material without permission, or impersonation of others is prohibited.
- Personal information such as full names, contact details, school names, or photos identifying individuals should not be included.
- Posts must be respectful, appropriate in tone, and relevant to the blog's purpose (e.g., book reviews, creative writing, library experiences, positive community topics).
- Hate speech, bullying, discriminatory language, and obscenity will not be tolerated.

Review And Moderation

- All blog content and comments are moderated by library staff before publication.
- The library reserves the right to edit for grammar, clarity, or length while maintaining the post's original intent.
- Staff may reject or remove content that violates the guidelines without prior notice.

Agreement To Participate

By submitting content to the blog, participants agree to:

- Abide by all content and conduct guidelines
- Acknowledge their submissions may be publicly viewable
- Allow the library to use posts in promotional or educational materials (with credit)