



SOCIAL MEDIA POLICY

The North Lake County Public Library District Board of Trustees recognizes the importance of responsible marketing through social media, as this has become a primary source of advertising library programs and events, and provides a general awareness of the Library to the general public.

North Lake County Public Library District uses social media in the following ways:

- Advertising
- Communicating library and other events to the public
- Liking and/or sharing relevant information with the public posted by individuals or other organizations
- Sharing creative ideas relevant to library programming
- Sharing book reviews, lists of new books, and other relevant information on books
- Other ways as approved by the Library Director

The Library maintains multiple social media accounts.

Individuals are assigned, by the Library Director, to post to the various social media accounts. All postings must be relevant to library or local business or programming. Posts should not include links to any site that may be malicious. Photos in which faces can be personally identified may be used only if written permission is on file with the Library Director. Posts will not include any profanity, nudity, or political content (whether written or shared). Posts will not include statements that are inappropriate because they are discriminatory, threaten violence, are obscene or otherwise disparage members of the public or co-workers. All posts are subject to pre-approval before “going live” by the Library Director or her designee. Individuals authorized to post should only access these sites for Library purposes, and only for reasonable amounts of time. Excessive time spent on these sites and/or time spent for reasons other than Library business is subject to disciplinary action.

This policy was reviewed and approved by the North Lake County Public Library District Board of Trustees on October 26, 2021.

Signed:

Clint Hoxie, Board Chair

Abbi Dooley, Library Director