



SOCIAL MEDIA POLICY

Statement of Purpose: 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 promoting 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 to Library social media accounts by designated Library individuals should not include links to any site that may be malicious or otherwise violate state or federal law and Library policy, procedures, or the employee handbook. The Library is not responsible for the reliability or accuracy of the content on sites to which Library social media sites may link. Posts to Library social media accounts by designated Library individuals containing links outside of the Library or Montana State Library websites shall state “Patrons access external web content at their own risk.” All posts to Library social media accounts by designated Library individuals will honor patron confidentiality laws. All posts to Library social media accounts by designated Library individuals will not include any profanity, nudity, or political content (whether written or shared) consistent with applicable Montana laws. All posts to Library social media accounts by library designated individuals 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 to Library social media accounts by library designated individuals are subject to pre-approval before “going live” by the Library Director or designee. All posts to Library social media accounts by library designated individuals which include images or recordings of patrons shall honor applicable laws and procedures governing sharing of images. 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.

Patron use of the Library's social media by commenting on Library messages is conditioned on the Patron's observation of this policy. Comments, posts and messages are welcome on the Library's social media sites. The Library reserves the right to monitor content and to modify or remove any comments that it deems, in its sole discretion, to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party. Examples of content that will be removed by site authors or administrators include but are not limited to:

- Discriminatory or retaliatory content which violates the Montana Human Rights Act or other non-discrimination laws, regulations, or policies;
- Personal attacks, insults, or threatening language;
- Potentially libelous statements;
- Copyrighted or plagiarized material;
- Private, personal information published without consent including photos and images;
- Commercial promotions, private business activities, or spam.

Forums and messaging may not be used for commercial purposes or for organized political activity. If any user does not agree to these terms, he or she should not use the service, as violation of the terms can lead to legal liability.

Designated Library individuals authorized to manage Library social media accounts will complete training as needed to ensure use of the social media is consistent with this and other Library policies.

The Board authorizes the Director to take necessary steps to implement this policy.

This policy was reviewed and approved by the North Lake County Public Library District Board of Trustees on February 24, 2026.

Signed:

Allen Bone, Board Chair

Abbi Dooley, Library Director