

This policy outlines the appropriate use and management of social media on behalf of Marion County Public Library System.

Background:

The Marion County Public Library System maintains a presence on several social media websites. The goals of MCPLS' social media pages are:

- To promote events and services of each branch.
- To provide advisory and recommendations to patrons on: apps, online resources, and any material provided by the library system.
- To foster an ongoing rapport with patrons and the larger library community.

Procedure:

Creation of new social media profiles on behalf of MCPLS or its branches must be approved by the Virtual Branch Manager or MCPLS Director. The Virtual Branch Manager oversees content creation and posts for all MCPLS social media pages. At the discretion of the MCPLS Director or Virtual Branch Manager, additional content creators may be appointed to various social media sites. Designated content creators should:

- Be an employee of Marion County Public Library System.
- Be knowledgeable about social media and its use as a marketing tool.
- Have the capability to use various technologies and tools needed to create social media content.
- Regularly update and maintain content.
- Respond to inquiries or comments made via social media in a timely fashion.
- Check content for factual, grammatical, or spelling errors before posting.

Information and content posted on MCPLS social media pages must:

- Reflect the goals set by the Use of Social Media Policy.
- Be accurate and present a neutral view.
- Attribute the original source when necessary.
- Relate to libraries or library culture.

The Marion County Public Library System maintains the right to remove content or posts that are:

- Advertisements or spam.
- Obscene or pornographic.
- Threatening or harassing to individuals or MCPLS.
- Defamatory or libelous.
- Racist, sexist, ageist, or homophobic.
- Confidential or personal information published without consent.
- Unrelated to the topic of discussion.

MCPLS maintains the right to ban or block users who repeatedly violate this policy.

SAMPLE