

Section II: Service Policies

TITLE: Social Media Policy

Lake Villa District Library (LVDL) uses social media as a marketing component to further the library's mission: LVDL enriches life in our community by connecting people with resources, services, spaces and each other. The purpose of this policy is to outline guidelines for acceptable behavior and best practices for compliance, privacy and the reconsideration of social media content.

Guidelines

LVDL's social media platforms are a limited public forum for sharing information related to library collections, initiatives, events, and services and not as a traditional public forum for the general exchange of ideas and viewpoints. LVDL does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on its social media accounts.

LVDL's social media content may encompass:

- Library news, events, collections and services
- News and information from area agencies, local government and community partners
- Local and global news and events

Content posted to LVDL's social media platforms is subject to the Illinois Freedom of Information Act, record retention requirements, and may be subject to e-discovery laws.

Acceptable Behavior

LVDL welcomes public participation on all of its social media platforms. Acceptable rules of behavior and common courtesy are expected by all who participate. Comments expressed on any of LVDL's social media platforms do not reflect the views or positions of the library, its officers or its employees. LVDL is under no obligation to engage with content posted to its social media platforms.

LVDL reserves the right to reproduce comments, posts and messages in other public venues; such reproduction may be edited for space or content while retaining the original intent of the post.

Comments made to LVDL's social media platforms that contain any of the following shall be removed:

- Discriminatory, obscene, religious, sexual, threatening, abusive or offensive terms targeting specific individuals or groups
- Personal information (last names, school, age, phone numbers, addresses, etc.)
- Content that violates local, state and/or federal law including copyright violations
- All commercial and political content

Individuals whose comments have been removed from LVDL's social media platforms are encouraged to discuss the situation with a library supervisor or the director. If the individual is not satisfied with the outcome of those discussions, they will be provided with information to request a formal reconsideration.

Compliance

Individuals who post to LVDL's social media platforms, agree to comply with this policy and LVDL's Patron Behavior policy, as applicable. LVDL's Social Media Policy applies to the individual posting the comments regardless if they are using a library computer or any other computer. Those who violate this policy may be restricted or removed from participating in LVDL's social media platforms.

Individuals are personally responsible for their commentary and should be aware that they may be held liable for commentary that is defamatory, obscene, proprietary or libelous by any offended party.

Privacy

Individuals who engage with content on LVDL's social media platforms should have no expectation of privacy; by doing so, they consent to LVDL's right to access, monitor, and read any postings.

LVDL may occasionally refer to public comments made to its social media platforms. However LVDL will not collect, sell or knowingly transfer to any third party any personally identifiable information related to social media engagement with the library. Individuals are advised that each of the social media platforms with whom LVDL engages has their own privacy policies.

Reconsideration of Removed Social Media Content and/or Restriction of Participation

The following procedure is for individuals challenging LVDL's social media content or its decision to remove an individual's comments and/or restrict participation on the library's social media platforms.

- The individual will be provided a packet of information that includes LVDL's Mission Statement, Strategic Plan, Social Media Policy, Patron Behavior Policy and the Reconsideration of Social Media Content form.
- The individual will submit the completed Request for Reconsideration form to the Library Director.
- The completed reconsideration form and the comment/post in question will be reviewed by the Library Director and Communications Department Manager.
- The results of the review will be sent to the individual within 15 business days.
- If the individual is not satisfied with the decision, a written appeal may be submitted within 10 business days to the Board of Trustees.
- If the Board plans to address the appeal at a Board Meeting, the individual will be notified of the meeting date, time and location.
- The Board of Trustees reserves the right to limit the length of public comments in accordance with the Public Comments Policy.
- The decision of the Board is final.

Adopted: September 8, 2014
Revised: 11/14/22
Reviewed: 11/25



Lake Villa District Library

Request for Reconsideration of Social Media Content/Participation

Name: _____ Date: _____

Address: _____ City, State, Zip: _____

Phone #: _____ Email Address: _____

Do you represent self: ☐ Or an organization: ☐ Name of Organization: _____

1. Reason for Reconsideration:

Post/comment was removed ☐ Restricted from participation ☐ Objection to Library post ☐

2. Topic/Subject of post(s)/comment(s): _____

Date of post(s)/comment(s) in question: _____

3. Please provide an explanation for reconsideration:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Please submit completed form to the Library Director.