3.04   WPPL Social Media – Acceptable Use

(Approved: 6/15/11)

WPPL recognizes the importance of the Internet in the exchange of ideas and information about our library and is committed to the promotion of our library through the use of social media.

Social media is defined as any website or application which allows users to share information, including but not limited to blogs, wikis, and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, Instagram and YouTube.

The Library does not collect, maintain or otherwise use the personal information stored on any third party site in any way other than to communicate with users on that site, unless granted permission by users for library contact outside the site. The purpose for contact outside the site may include program promotion, volunteer opportunities, reference help, or other similar activities. Users may remove themselves at any time from the Library's "friends" or "fan" lists, or request that the library remove them. Users should be aware that third party websites have their own privacy policies and proceed accordingly.

Comments, posts, and messages are welcome on WPPL social media sites, provided they do not contain the following:

- Comments about Library patrons

- Potentially libelous comments

- Profanity, Obscene, profane or racist comments

- Personal attacks, insults or threatening language

- Plagiarized material

- Private, personal information published without consent

- Comments totally unrelated to the topic of the forum

- Commercial promotions or spam

- Organized political activity

- Hyperlinks to material that is not directly related to the discussion

Express only your personal opinions. Never represent yourself as a spokesperson for the Library. If the Library is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of the Library, fellow associates, members, patrons or people working on behalf of the Library. If you publish a blog or post online related to the work you do or subjects associated with the Library, make it clear that you are not speaking on behalf of the Library. It is best to include a disclaimer such as, "The postings on this site are on my own and do not necessarily reflect the views of the Library."

WPPL reserves the right to edit, modify or remove any postings or comments for space or inappropriate content that are posted on its behalf on the Library's site, while retaining the intent of the original post. The Library may monitor content. Policy violations may result in disciplinary action up to and including termination of employment.

3.05　　　ELECTRONIC COMMUNICATION AND INTERNET USE

The following guidelines have been established for using the Internet, Library provided equipment and e-mail in an appropriate, ethical and professional manner:

Internet, Library-provided equipment and services may not be used for transmitting, retrieving or storing any communications of a defamatory, discriminatory, harassing or pornographic nature.

The following actions are forbidden: using disparaging, abusive, profane or offensive language; creating, viewing or displaying materials that might adversely or negatively reflect upon the Library or be contrary to the Library's best interests; and engaging in any illegal activities, including piracy, cracking, extortion, blackmail, copyright infringement, and unauthorized access of any computers and Library-provided equipment.

Employees may not copy, retrieve, modify or forward copyrighted materials, except with permission of the copyright holder.

Employees should not open suspicious e-mails, pop-ups or downloads. Contact the IT Manager with any questions or concerns to reduce the release of viruses or to contain viruses immediately.

Internal and external e-mails are considered business records and may be subject to discovery in the event of litigation. Be aware of this possibility when sending e-mail within and outside the Library.

All Library-provided technology and Library-related work records belong to the Library and not to the employee. The Library routinely monitors use of technology. Inappropriate or illegal use or communications may be subject to disciplinary action up to and including termination of employment.