

a. Social Media

POLICY: UCLS embraces social media to provide a valuable, timely, and efficient way for the UCLS to disseminate information about and promote library system news, events, resources, programs and services. It serves to inspire conversation and expand the connection our Associated Libraries have within the community. (Approved by the UCLS Board of Trustees, 5/28/24)

PROCEDURES:

Definition and General Procedures

Social media is any website or application which allows users to generate and share content. The Union County Library System libraries use social media tools such as Facebook, Instagram, and YouTube to increase awareness of programs, resources and services.

While the Union County Library System libraries recognize and respect differences in opinion, all such interactions will be regularly monitored and reviewed for content and relevance. All postings which contain any of the following will be removed:

- Obscene, sexist or racist content
- Personal attacks, insults, or threatening language
- Libelous and slanderous statements
- Private, personal information published without consent
- Comments unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions and spam
- Organized political activity
- Photos or other images/media that fall in any of the above categories

In addition, the Union County Library System reserves the right to edit or modify any postings or comments for space or content, while retaining the intent of the original post.

The Union County Library System assumes no liability regarding any event or interaction which may arise out of posted content.

Users should be aware that third party websites have their own policies, including privacy policies, and should proceed accordingly.

The Union County Library System cannot guarantee a response to questions, comments or concerns left on the library's social media page; the best way to reach a library staff member is by phone or email.

Photo and Video Procedures

The library is a space that is open to the public, and all library programs occur in venues that are open to the public. Attendees to library programs do not have a reasonable expectation of privacy. Photos and videos may be taken during library programs. These photos and videos may be posted on the library-maintained social media accounts.

At the beginning of each program, if library staff are taking pictures or videos to be posted on social media, a staff member will notify attendees that the program or event will be photographed or videotaped for library promotional purposes, and will give patrons the opportunity to state that they wish not to be photographed or recorded.

As a courtesy, if a close-up photo is taken of one or two particular person(s), a photo permission form will be completed before the photo is posted or used by the library.