Social Media Policy

Purpose:
Waterloo Public Library (WPL) uses social media in many forms to engage with the community, share information, and promote library services. WPL's social media serves as a platform to support its mission: to provide free access to information, education, and recreation in a welcoming environment. Additionally, it may be used to share employment opportunities. These sites are not public forums for general discourse but are limited forums for discussions related to library programs, events, and materials. Courts recognize libraries as limited public forums, meaning they are only required to allow discussions consistent with their purpose and intent. Library staff maintain and manage WPL's social media platforms in alignment with library policies.

Agreement:
By joining, utilizing and/or posting on the WPL's social media sites, you agree to comply with this policy, and the Waterloo Public Library's Internet Access and Behavior policies, as applicable.
The Library Director or her/his designees will monitor content on Library social media sites to ensure adherence of this policy, and the interest and goals of the Waterloo Public Library. Individuals who violate the Library's Social Media Policy may be temporarily banned from WPL's social media sites and/or facilities. The Library also reserves the right to remove content that violates this policy or applicable laws.

Definitions:
Social media is defined as any web application, site, or account used by the Library to facilitate the sharing of opinions and information about library-related subjects and issues. It includes any facility for online publication and commentary, such as blogs, wikis, and social networking sites.

Policy:
Guidelines for Engagement
- Stay on Topic: Comments and posts should be library-related.
- Avoid Duplicates: Duplicate posts from the same user will be removed.
- Protect Personal Information: Do not share personal details about yourself or others.
- User-Generated Content: WPL is not responsible for user-generated content. Comments reflect the opinions of the poster and do not imply endorsement by WPL.
- No Spam or Commercial Content: Posts used for commercial, political, religious, or fundraising purposes will be removed. Gratuitous links are considered spam and will be deleted.
- Respect Copyright and Trademarks**:** Users should only post content they have the right to share. The Library follows a notice-and-takedown procedure under the Digital Millennium Copyright Act (DMCA).

- Adhere to Legal and Ethical Standards: Posts containing unprotected speech, such as copyright violations, obscenity, child sexual abuse material, defamatory comments, or threats, will be removed. Users are responsible for any defamatory or libelous content they post.
- No Harassment or Abuse**:** Harassing, stalking, abusive, or unlawful behavior will not be tolerated.

Monitoring and Administration:
- Library Marketing Staff will monitor social media for comments requiring responses and ensure compliance with this policy.
- Library Director or Designees will determine how employees identify themselves when participating in social media discussions.
- Users can report concerns by using the social media platform's reporting tools or by submitting a Statement of Concern for Library Resources to the Library Board of Trustees. Content generated by the WPL will only be removed through the approved process, and no individual staff member or administrator can remove reported content on their own.

Content Restrictions:
The following types of content are prohibited and subject to removal:
- Profane, vulgar, or obscene language
- Sexual content or links to such content
- Non library related comments
- Discriminatory remarks based on race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status, or disability
- Defamatory or personal attacks
- Threats to any person or organization
- Political campaign endorsements or opposition
- Solicitation of commercial products or services
- Encouragement of illegal activity
- Information compromising public safety or security
- Content violating copyright or trademark laws

Protection of Private Information:
Posts containing protected information will be removed. Protected information includes:
- Social Security numbers
- Financial account numbers
- Dates of birth
- Names of minor children
- Individual taxpayer identification numbers
- Personal identification numbers
- Other unique identifying numbers

WPL expects respectful, meaningful discussions while maintaining a safe and welcoming online environment for all.