Social Media Policy

The Need for Social Media

Social Media consists of various types of electronic communication through which users create online communities to share information, ideas, personal messages, and other content (such as photos, videos or other images). Current examples include YouTube, Flickr, Facebook, Wikipedia, Twitter, forums, message boards, mobile applications, blogs, email, etc.

In the interest of keeping patrons and community members informed about the library and its many services, the Krum Public Library recognizes the value of social media as an outreach tool, and will use various social media outlets in order to provide communication, information, and entertainment.

The Krum Public Library recognizes the changing nature of social media, including the rapidity with which new forms of social media are created. This policy is intended as a guideline for all forms of social media the library chooses to utilize.

Purpose

When utilizing social media tools as a method of communication, the Krum Public Library seeks to:

- Inform the community about library programs, events, and services
- Share resources that may be of an informative or entertaining nature
- Connect and engage with current and potential library users
- Establish itself as an active and engaged facility in the City of Krum

Content

The content shared through social media services by the Krum Public Library includes, but is not limited to the following:

- Information about library programs, events, and resources
- Original content (i.e. staff or patron reviews of books or movies)
- Promotion of library achievements, awards, or accomplishments (i.e. receipt of a grant award, etc.)
- News and events, particularly information that is relevant to libraries, literacy, the citizens of Krum and surrounding communities

When sharing information through social media channels, Krum Public Library staff members will conduct themselves in a manner that is in accordance with the behavior expected of all face-to-face interactions.

Rights of the Library

The Krum Public Library welcomes and encourages interactions from users of its various social media networks. While the library recognizes and respects the varying opinions and points of view of its patrons and community members, it retains the right to edit or remove content deemed inappropriate or irrelevant to its social media outreach goals. Such content includes the following:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Comments, links, photos, or images unrelated to the forum or the Library
- Organized political activity
- Commercial promotions or spam
- Plagiarized or copyrighted materials
- Photos or images of any of the above

Individuals or groups who abuse the Rights of the Library will be banned from further social media interactions with the Krum Public Library.