

111 S. 3<sup>rd</sup> Street, P.O. Box 74, Dayton, WA 99328  
Phone (509) 382-4131 – Fax (509) 382-1059  
[info@daytonml.org](mailto:info@daytonml.org)  
[www.ccrlld.lib.wa.us](http://www.ccrlld.lib.wa.us)

# CCRLD Social Media Policy

## Definition of Social Media

For the Purposes of this Policy Social media will be defined per Merriam Webster Dictionary as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

## Use of Social Media by the CCRLD

### Purpose

The purpose of CCRLD social media accounts is to:

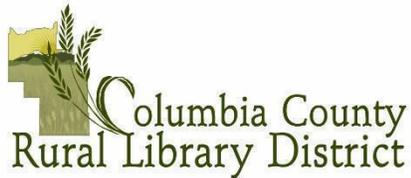
- Post information related to its services and operations for its patrons and other residents of Columbia County. The Library will conduct occasional calls for survey responses or comments and may invite people to post or comment on various issues. The Library reserves the right to close comments at a predetermined time and not in response to the commentary received.
- Further the CCRLD strategic plan objective of actively seeking and responding to input from community members to encourage a personal connection with the Library.
- Advise patrons about events and updates.
- Discuss specific activities and events.
- Share items posted by local, state, or federal government, public agencies, or other authoritative sources which are directly relevant to library patrons and residents of Columbia County such as COVID-19 updates.
- Create or repost content that supports the development of information literacy for CCRLD patrons, social media followers and residents of Columbia County in their ability to identify, find, evaluate, and use information effectively.
- Engage with its community regarding matters related to library resources and services.
- Model responsible behavior and use of social media.

Communication made to the Library through social media posts, instant messaging or video conferencing does not constitute a legal or official notice to CCRLD or any Library staff member for any purpose.

### Scope and Selection

Social media is seen as one of many valuable tools for public engagement. It should be purposeful, specifically addressing library programs, issues, and concerns significant to the CCRLD, is an efficient use of staff time, and is strategically placed with content targeted to those using social media. CCRLD will engage social media platforms that conform to the Mission of CCRLD.

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### Accounts and content ownership

Library-sponsored social media accounts are owned by the library. Any employees who create such accounts or are provided access to such accounts do not obtain ownership rights to such accounts or any content contained in them. The Library Director or assignee shall maintain a list of all Library Social Media sites that are operating including logins and passwords.

### Authorized Contributors

The Director of the Dayton Memorial Library is designated as the administrator of all CCRLD social media platforms. The Director may train and authorize other Library staff as contributors, as needed.

### Public Records

As a public entity, all media sites sponsored by CCRLD are subject to the retention of contents in accordance with Washington RCW 42.56 (Public Records Act) and RCW 40.14 (Preservation and Destruction of Public Records). To effectively manage these records, Library Staff or Trustees will not post, discuss, or comment concerning CCRLD library issues on sites not sanctioned by the CCRLD.

### User Privacy

The Library will not collect, sell or knowingly transfer to any third party any personally identifiable information related to social media engagement with the library.

### User Code of Conduct

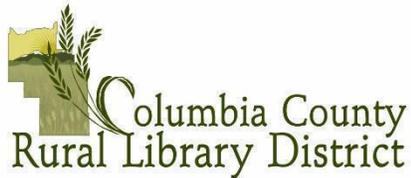
The CCRLD will post links to its social media behavior policy on all of their social media platforms and prominently display that policy on their website. Unacceptable behavior includes speech that is not protected by the First Amendment, such as copyright violations, obscenity, child pornography, discriminatory language, defamatory or libelous comments, or imminent or true threats against the library, library staff or other users; and may result in the removal of the post or the temporary blocking of a user.

### Procedures Included in the Code of Conduct

- Complaints or Concerns About Content: this Code of Conduct will include a procedure for filing complaints or expressing concerns about content posted on CCRLD media sites.
- Removal of posts: No posts will be removed without following the approved procedure and no content will be removed without the authorization of the Library Director.

### Monitoring and Privacy

The library reserves the right to monitor employees' public use of social media, including but not limited to statements or comments posted on the internet, in blogs and other types of openly accessible forums, diaries, and personal and business discussion forums. Social media use should not interfere with the employee's responsibilities and work at CCRLD. Employees should have no expectation of privacy while using library



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equipment and facilities for any purpose, including the use of social media. The library reserves the right to monitor, review, and block content that violates the library's rules and guidelines.

Failure to adhere to or follow this policy may result in disciplinary action.

## Interacting with CCRLD Online

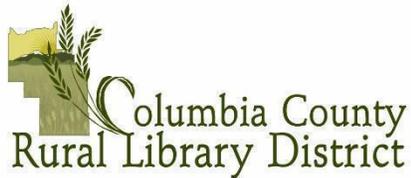
CCRLD encourages patrons to comment on its social media posts, and they are invited to share opinions about library-related subjects, resources, and programs. Patrons are personally responsible for their commentary. Posts by patrons do not indicate CCRLD endorsement of the ideas, issues, or opinions expressed in posts on its social media sites. CCRLD has the right to moderate, edit, delete, move or close any comment at any time without warning or explanation. Administrators will exercise this right narrowly.

By choosing to comment on CCRLD social media sites or the CCRLD website, public users agree to these terms:

Users have a responsibility to protect the privacy of individuals and should not post personally identifying information. All content on CCRLD social media sites are subject to public records retention laws. Users may not post comments, tags and images that include, but not limited to:

- Comments not topically related to the particular post being commented upon
- Posts and comments that promote or advertise commercial services, entities or products
- Posts and comments that promote, foster or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- Posts that include vulgar, offensive, language
- Illegal activity or encouragement of illegal activity
- Anonymous posts
  
- Threatening language and personal attacks, or unsupported accusations
- Copyright infringement/plagiarized material
- Political advocacy
- Sexual content or links to sexual content
- Private, personal information published without consent
- Posts that violate laws or library policies

Violations of this policy may result in the denial of access to CCRLD services including, but not limited to CCRLD Facebook accounts and other social media sites at the sole discretion of CCRLD. The Library reserves the right to not post or to remove submissions or comments and may block users who post in violation of this policy. A blocked user may appeal this decision in writing to the Library Director, who has 30 days to affirm or reverse the decision.



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## Review and Evaluation

Social media sites will be reviewed on an ongoing basis by the Library Director or designee to ensure they are being maintained in compliance with policies and guidelines, to measure progress on meeting goals and to evaluate effectiveness.

## Open Public Meetings Act

Board members should not comment or otherwise communicate on the Library's social media sites unless the form of communication is pre-approved by the Board. Participating in on-line discussions may constitute a meeting under the Open Public Meetings Act in some situations. The Library Director may post secondary copies of materials developed by Board members.

## Copyright

All laws governing copyright and fair use or fair dealing of copyrighted material owned by others shall be followed on social media sites.

## Limited public forum

All Library social media sites are limited public forums moderated by the Library director or designee to ensure content posted by outside users is appropriate. Prohibited content must be removed immediately. A Comment Policy Notice shall be displayed or linked to on all social media sites that allow user-generated material to be posted, indicating the site is moderated and prohibited content will be removed. Prohibited content shall be retained as required under the Public Records Act.

## Children's Online Privacy Protection Act

Comments and other material from children under the age of thirteen cannot be posted on the Library's social media sites, in order to comply with the Children's Online Privacy Protection Act. By posting on a Library social media site, users represent and acknowledge that they are at least thirteen years old. Children that are age twelve and younger may email the Library with information or comments.