

Ames Public Library Policy
Section: Library Resources
Subject: Use of Library-Sponsored
Social Media

Board
Approved: 9/10
Reviewed:
Revised:

Purpose

Ames Public Library may sponsor blogs, wikis, photo sharing, video sharing, tagged websites, and other social networking sites or applications to further its mission to connect library users and community residents to the world of ideas. Ames Public Library's sponsored sites are also a place for the public to share opinions about library-related subjects and issues.

Content

The goals of Ames Public Library's sponsored social networking sites are:

- To inform the public about library resources and activities.
- To increase the public's use of library resources.
- To provide additional communication with members of the public.

Publicly posted information will be professional and reflect positively on Ames Public Library as well as the City of Ames, its staff, volunteers, and services. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar when publishing any posts. Ames Public Library reserves the right not to publish any posting, or to remove it later.

Comments from the Public

Where moderation of comments is an available option, comments from the public will be moderated before posting by Ames Public Library's designated staff editors. Ames Public Library reserves the right to modify or remove any messages or postings that:

- use offensive language or hate speech
- are deemed to be abusive or defamatory
- violate copyright, trademark right, or other intellectual property right of any third party
- are considered to be spam or commercial in nature
- are off topic.

Ames Public Library is not obligated to take any such actions, and will not be responsible or liable for content posted by any participant in a Library-sponsored social networking service.

Forums, comments, and messaging may not be used for commercial purposes or for organized political activity.

Management of Social Web Applications

The Library Director must approve Ames Public Library's use of a social web application before it goes live. The Community Relations Specialist will set up each site (as appropriate) with a custom template, reflective of the design elements of the Ames Public Library, adapted to the function and purpose of the site. Other setup questions and problems can be directed to the Web Use Team.

Ames Public Library assumes no liability regarding any event or interaction that takes place through any social networking service, and does not endorse content outside that created by Ames Public Library staff. Participation in Ames Public Library social networking services implies agreement with all Library policies.

Hosting, Training, and Support

The Ames Public Library Web Use Team, in conjunction with Ames Public Library Administration, reserves the right to determine where all social media sites will be hosted, and which parties are responsible for the maintenance and administration of each site. As technologies evolve, use of other hosting sites may be approved, at the discretion of the Web Use Team and/or Ames Public Library Administration.

Ames Public Library Network Services staff will install any necessary technical updates needed for the basic operation of tools hosted at approved sites. The Web Use Team will provide basic training documentation to the primary staff members responsible for editing and maintaining the sites.

Expressions of Concern

The Ames Public Library Director and the Board of Trustees welcome feedback from customers. Any customer concerns will be handled promptly and courteously as detailed in the Expressions of Concern Policy.

References

This policy was adapted from the Cumberland County Library System (Carlisle, PA) Social Networking Policy.