

Waverly Public Library  
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319-352-1223  
[waverly@waverly.lib.ia.us](mailto:waverly@waverly.lib.ia.us)  
[waverlyia.com/public-library](http://waverlyia.com/public-library)

### **Social Media Policy**

The purpose of this policy is to set guidelines (for staff and public) for the use of social media sites used by the Library. "Social Media" refers to any resource for online publication and commentary, including but not limited to: blogs, wikis, content hosting sites (Flickr and YouTube), and social networking sites (such as Facebook, Instagram and Twitter).

The Library may use social media sites:

- 1.) to share information related to the Library;
- 2.) to increase the use of Library resources and encourage participation in Library activities;
- 3.) to provide another community space in which communication can occur among Library staff and the public;

This policy is also found on the Library's website at:

<http://www.waverlyia.com/public-library/about/our-library/policies.aspx>

Questions should be directed to Sarah Meyer, Library Director, [smeyer@waverly.lib.ia.us](mailto:smeyer@waverly.lib.ia.us).

### **General Policy for Library staff:**

- 1.) The use of a social media site will be first approved by the Library Director.
- 2.) Employees representing the Waverly Public Library via social media accounts will be professional and reflect positively on the Waverly Public Library as well as the City of Waverly, its staff and services.
- 3.) Users of Library social media on behalf of the Library shall adhere to applicable federal, state and local laws.

**Comment Policy:**

- 1.) Although the Waverly Public Library encourages posts and comments on the social media sites managed by the Library, the sites are limited public forums and are moderated by Library staff.
- 2.) A comment posted by a member of the public on any Waverly Public Library social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Waverly Public Library.
- 3.) Comments containing any of the following inappropriate forms of content shall not be permitted on Waverly Public Library social media sites and are subject to removal by Library staff.
  - a.) Profane, vulgar, or obscene comments;
  - b.) Sexual content or links to sexual content;
  - c.) Comments not related to the original topic;
  - d.) Content that promotes or perpetuates discrimination on the basis of race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status, or mental or physical disability;
  - e.) Defamatory or personal attacks;
  - f.) Threats to any person or organization;
  - g.) Comments in support of, or in opposition to, any political campaigns or ballot measures;
  - h.) Solicitation of commerce, including but not limited to advertising of any business or product for sale;
  - i.) Conduct in violation of any federal, state or local law;
  - j.) Encouragement of illegal activity;
  - k.) Information that may compromise the safety or security of the public or public systems;
  - l.) Content that violates a legal ownership interest, such as copyright;
  - m.) Comments that contain protected information such as social security numbers, financial account numbers, dates of birth, individual taxpayer identification numbers, other unique identifying numbers, and names of minor children unless permission is granted;
- 4.) The Waverly Public Library reserves the right to:
  - a.) Restrict or remove any content that is in violation of this policy or any applicable law.
  - b.) Deny access to WPL social media sites at any time and without prior notice for any individual who violates this policy.
  - c.) Deactivate the comment feature on Library-affiliated social media sites, where applicable, at any time without prior notice.

Approved 6-13-23 sccm