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| RICHMOND VIRGINIA<br><br>POLICY | SECTION: 11.4<br><br>SUBJECT: SOCIAL MEDIA |

Richmond Public Library, in order to reach its overall mission, seeks to use social media outlets in order to promote programs and activities, solicit community feedback and involvement, and as a means to offer improved services to the community. Because social media applications are widely accessible to the public, these platforms offer convenient, cost-effective, and efficient methods for reaching members of our community, even when they may not come to a library building.

Social media is defined as highly accessible web-based and mobile media technologies that allow an interactive dialogue among users. Social media may include weblogs, social networking sites, Wikis, and instant messaging tools. Examples of such social networking sites may include Twitter, Facebook, Flickr, YouTube, and blogging sites like Blogger and Wordpress. This policy governs the publication of and commentary on social media content created by Richmond Public Library.

Richmond Public Library does not collect or use personal information stored on any social media site in any way other than to communicate with users on that site, unless granted permission. Staff may contact social media users regarding program promotion, volunteer opportunities, reference questions, or similar matters. Third party social media websites have their own privacy policies, of which users should be aware. As with print resources, library staff is not responsible for enforcing restrictions on children using these resources. Only parents/guardians may restrict their own children from content on social media services.

Richmond Public Library welcomes comments, messages, and posts on its social media outlets and recognizes and respects differences in opinion among library users. However, the Library will monitor interactions on these platforms (before they are published, when possible) in order to remove posts that contain any of the following:

- Obscene or prejudiced content
- Personal attacks, insults, or threats
- Plagiarized or copy-written content
- Private or personal information published without consent
- Material unrelated to the forum/discussion
- Spam/commercial promotion
- Organized political or religious activity
- Potentially libelous information

When content that falls into the above categories is posted by a user, Richmond Public Library may block that user from posting subsequent messages on its social media sites. Richmond Public Library also reserves the right to reproduce comments, posts, and messages in other venues. In these cases, identifying information, other than first name, will not be used unless approval is granted by the user.

Richmond Public Library assumes no liability regarding any interaction that takes place by any participant on a library-sponsored social media site. Participation in these social media services implies agreement with all library policies, including the Computer and Acceptable Internet Use policy.

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**Approved:** February 2012