

## Social Media Policy

Social media as used at the Churchill County Library (CCL) means the sites and applications that serve as public and semi-public communication networks for individuals and organizations online such as Facebook and Twitter.

CCL uses social media to disseminate library news, promote library events and resources, and share links and materials of interest to the citizens of Churchill County. Social media is also used to connect informally with current patrons and reach out to those currently not using the library in novel ways, such as online book recommendations on Twitter and participation in local Facebook groups.

CCL will abide by all library policies in social media use in protecting patron privacy and freedom of access. The library will not post and will remove from patron comments, posts, or other interactions the following:

- Obscenity
- Pornography of any kind
- Commercial or business solicitation
- Charity solicitation
- Political campaigning
- Violations of copyright and/or trademark
- Content defamatory, harmful, or discriminatory towards any person or group on basis of basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of its activities or operations.
- Threats

CCL reserves the right to delete comments and patron interactions and unfollow or block individuals and organizations, as needed to preserve a civil and informative discourse and open, useful information channels on the library's social media accounts and pages.

Adopted by the Churchill County Library Board of Trustees August 23, 2018.