

GLENDALE PUBLIC LIBRARY

SOCIAL NETWORKING/MEDIA POLICY

Effective Date: 05/23/11

General Policy

Content will be created by Glendale Public Library staff to assist in fulfilling our mission in serving the informational, educational, recreational, and cultural needs of our patrons. Much of the content will relate to libraries, authors, books, and the book-publishing industry; and to programs, events, photos and/or images, or special topics that the Library is discussing or promoting.

Comments and postings from the public are allowed, but will be reviewed by Library staff for content. Appropriate comments and postings must be relevant to the content created by the Library staff. Library staff reserves the right to review all comments and postings and delete comments that are inconsistent with the content created by the Library staff. Library staff may block the person who posted inconsistent comments or postings from posting any further information to the Library's social networking sites. Comments or postings that fall within one of the following categories will be deleted by the Library staff:

- Obscene, sexist, or racist content.
- Harassing Library staff or other social media users. Harassing comments or postings include profane or obscene statements or images, threatening physical harms toward another person, and engaging in behavior with the sole intent of annoying another person.
- Libelous and slanderous statements.
- Plagiarizing or posting copy-righted material without permission or authority.
- Private, personal information of another person without appropriate consent or authority.
- Comments, postings, and/or hyperlinks not related to the content created by the Library staff.
- Advertisement and solicitation that are prohibited by the portion of the Library Petitions and Solicitations Policy governing the use of the interior space of a Library building.
- Photos or other images that fall in any of the above categories.

Twitter

The Library Twitter site may follow: other public and academic libraries, special libraries such as the Library of Congress, librarians, publishers, bookstores, authors, news sources such as CNN and the New York Times; official City of Glendale sites, and other government entities. Guidelines for whom to follow on Twitter will align with the philosophies found in the library's collection development policy (available at http://www.glendaleaz.com/library/documents/collection_development.pdf).

The Twitter site will be monitored on a regular basis during normal hours of library operation. If someone posts a message that is in violation of the Library's social networking policy then the Library will stop following the person who made the comment. A Twitter user who is no longer followed by the Library may appeal the decision, in writing, to the Director of Library and Arts ("Director") within 30 days after the decision. The Library Director will affirm or reverse staff's decision within 30 days after

receiving the written appeal. The designated Library staff administrator for the Twitter site is Lesa Holstine, Library Manager.

Book Obsession Blog

A designated Library staff member will, during normal hours of library operation, regularly review the Book Obsession Blog for postings and comments and check for email notifications. Material that is deemed inappropriate for the blog based on the general policy criteria will be handled via deletion of the material. A blogger who has his or her posting deleted by the Library staff may appeal deletion, in writing, to the Director of Library and Arts (“Director”) within 30 days after the deletion. The Library Director will affirm or reverse staff’s decision to delete a posting within 30 days after receiving the written appeal. The designated Library staff for Book Obsession is Kristin Fletcher-Spear, Teen Librarian.

Facebook

The Facebook site will be monitored on a daily basis during normal hours of library operation, via review of the site and/or through email notifications. If a fan/friend posts content that is deemed in violation of the Library’s social media policy, the Library will delete the content in violation. The fan/friend whose comment(s) are removed will be sent a private alert message via Facebook informing them that their comment(s) were removed due to violations with the Library social networking policy. The message will restate the policy and direct them to contact the Facebook site administrator for further information/clarification. The message will also explain the consequences of the “three strike policy” for repeat violations. A fan/friend whose comments are removed for a second violation of the Library Social networking policy will receive a second, similar private alert message, and be notified that upon receiving a third violation of policy, they will be removed as a fan/friend of the Library Facebook page. Upon a third violation and removal of comment(s) the fan/friend will receive a message informing them that they are being removed as a fan/friend and they will be directed to Facebook site administrator for further information/clarification.

A Facebook user who has his or her posting or fan/friend status deleted by the Library staff may appeal deletion, in writing, to the Director of Library and Arts (“Director”) within 30 days after the deletion. The Library Director will affirm or reverse staff’s decision to delete a posting within 30 days after receiving the written appeal. The designated Library staff administrator for the Facebook site is Cynthia Landrum, Adult Services Supervisor.

Foursquare

Foursquare is a GIS-based mobile tool through which frequent users to any location-based site can receive information, make comments, or earn points and incentives any time they check in. Users of Foursquare acknowledge that they are broadcasting location and information to the Internet at large. Glendale Public Library does not take responsibility for consequences of such communications.

The Foursquare site will be monitored on a regular basis during normal hours of library operation. Comments and views expressed on the site do not represent official views of the Glendale Public Library and belong solely to the individual post author. Comments posted that are in violation of the Library’s social networking policy will be addressed by site administrators. The designated Library staff

administrators for the Foursquare site Casey Van Haren, Library Operations Supervisor, and Melanie Edens, Librarian II.

Records Retention

As per the City Clerk's office and State records retention policy for municipalities¹, social networking records are defined as "Transitory Material" (of limited reference value, including general postings and comments, general correspondence, walls, feedback and related records); or as "non-historic" and/or "duplicate" (including press releases, photographs, public service announcements, notices of upcoming events and other related records). Thus such records are not required to be retained after administrative and/or reference value has been served. If Library staff deletes a comment or posting, the Library will retain the deleted material for 30 days or the conclusion of the appeal process, whichever is longer.

By choosing to comment and/or utilize the above sites, users of Glendale Public Library's social media sites agree to these rules.

1. Arizona State Library, Archives and Public Records. General Records Retention Schedule for All Arizona Municipalities, Electronic Communications and Social Networking Records. Schedule Number: 009-09-177. November 6, 2009.

Last updated May 23, 2011