

POLICY TITLE: Social Media 2025

ADOPTION/LAST REVISION: Adopted 10/16/2025; Revised 05/21/2026

Purpose

The Everett Roehl Marshfield Public Library ("Library") uses social media to share information, promote programs, and engage with the community. Social media includes any online platform designed for building networks or sharing information, such as Facebook, Instagram, LinkedIn, and YouTube.

This policy establishes the standards and responsibilities for Library staff when creating, managing, or contributing to Library-affiliated social media accounts.

1. Definitions

- a. Social media: Online platforms for sharing or networking (e.g., Facebook, Instagram, YouTube).
- b. Authorized user: Staff approved to post on behalf of the Library.
- c. Public user: Any community member engaging with Library accounts.

2. General Standards

- a. All Library social media accounts and related content are the property of the Library.
- b. Use of social media must comply with all Library policies, including technology use, security, internet, email, and harassment policies.
- c. All content created, stored, or transmitted through Library or non-Library devices for official purposes is subject to Library ownership, monitoring, and retention.
- d. Staff must review related policies on the Library's website:
<https://marshfieldlibrary.org/about/our-policies.php>.

3. Oversight and Authorization

- a. Only employees authorized by the Library Director may post on behalf of the Library.
- b. No addition of authorized users or account creation or account termination may occur without the Library Director's approval.
- c. Authorized users must use Library social media only for official business.

4. Library Director Responsibilities

- a. Approve and oversee all Library social media accounts.
- b. Develop and maintain style guides, training, and user guidelines.
- c. Confirm and track all authorized users.

- d. Maintain account login credentials and domain lists.
- e. Provide IT with account information for archiving.
- f. Consult on concerns regarding posts or user interactions.

5. Authorized Users

Authorized users must:

- a. Post content related only to the Library's mission, goals, and services.
- b. Monitor accounts regularly to keep information current and respond to public comments where appropriate.
- c. Include their first name when responding to posts for transparency.
- d. Not delete or hide posts unless correcting factual errors or removing unacceptable content (see 7 below).
- e. Not create or manage personal accounts on behalf of the Library.

6. Public Users

- a. Terms of use must be posted on all Library social media pages.
- b. Comments represent the opinion of the poster, not the Library.
- c. The Library does not guarantee confidentiality or privacy on social media.
- d. All content (posts, comments, photos, videos, links) may be subject to public records laws and litigation discovery.
- e. Users who repeatedly spam or flood or violate Section 7 (below) may be banned from the Library's social media pages.

7. Unacceptable Use

Content that violates this policy may be restricted or removed. Prohibited activities include:

- a. Violating laws, regulations, or Library policies.
- b. Infringing on intellectual property rights.
- c. Promoting discrimination or harassment.
- d. Posting or linking to sexually explicit content.
- e. Sharing confidential, private, or restricted information.
- f. Advertising products or services.
- g. Promoting election candidates or programming (except as legally required).

8. Records and Retention

- a. Social media communication is a public record under Wisconsin law.
- b. All accounts must comply with federal, state, and local records retention requirements.
- c. The City of Marshfield's IT department will archive social media accounts.
- d. Employees using personal accounts to discuss Library business are custodians of those records and must provide them if requested under public records law.

9. Privacy and Disclaimer

- a. The Library is not responsible for third-party privacy policies, advertisements, or external content.
- b. Library platforms are a public service and provided “as is,” without guarantee of uninterrupted service or error-free content.

10. Copyright

- a. The Library retains copyright of its original content.
- b. Commercial use of Library-produced text, logos, images, or videos requires written permission.
- c. Users must respect third-party copyright agreements when reposting content.

11. Public Comments and Questions

- a. Social media is not an official channel for urgent or time-sensitive communication.
- b. Citizens seeking official responses should contact the Library by phone, email, or mail.
- c. Social media comments will be reviewed during business hours, subject to staff availability.