

Social Media Policy

Hansen Free Library District

INTRODUCTION AND POLICY PURPOSE

Hansen Free Library District's (HFLD) identity, image, and brand must be cohesive, intentional, and strategic. The Director is responsible for integrated communication to all constituencies and audiences, and therefore maintains authority over any communication administered on behalf of HFLD.

The purpose of this policy is to ensure accuracy, consistency, and integrity, and to protect the identity and image of HFLD by providing a set of required standards for social media content from any department, entity, or affiliate.

All social media content under the jurisdiction of HFLD (i.e., content on HFLD servers or on servers funded by HFLD budgets, or content that uses HFLD's brand or likeness) must comply with local, state and federal laws and regulations, and HFLD's policies, rules and regulations.

OFFICIAL ACCOUNTS

The Director maintains official social media and/or online accounts on behalf of HFLD. These accounts promote HFLD activities, events, and educational opportunities by providing timely, engaging, and relevant content that assists in building broad-based support for HFLD's mission, vision, and relationship with the public.

Only an employee or approved representative authorized by the Director (collectively, the "page administrators") may hold administrative access to an HFLD-related social media and/or online account.

The Director is responsible for maintaining a current list of all site URLs, the names of all page administrators, and the usernames and passwords associated with these accounts.

Any entity seeking to create an account on any social media and/or online platform on behalf of HFLD must gain approval from the Director prior to establishing the account.

LIMITED PUBLIC FORUM

Users and visitors to HFLD's social media and/or online sites shall be notified that the intended purposes of the site are to serve as a mechanism of communication between HFLD's page administrators and members of the public. Submission of comments by members of the public constitutes participation in a limited public forum. A comment posted by a member of the public on any HFLD social media and/or online site is the opinion of the commentator or poster only, and publication of the comment does not imply endorsement of, or agreement by, HFLD, nor do such comments necessarily reflect the opinions or policies of

HFLD. Comments by HFLD page administrators on HFLD social media and/or online sites shall be allowed only when consistent with the provisions of this policy. Comments by the general public shall be allowed on limited public forums, such as HFLD social media and/or online sites, only when consistent with the provisions of this policy. Comments containing any of the following inappropriate forms of content shall not be permitted on any type of HFLD social media and/or online site and are subject to editing, removal or restriction, in whole or in part, by HFLD page administrators:

- Comments not topically related to the particular social medium thread or topic or article being commented upon (for example, if a HFLD page administrator posts an article about library classes, and a user posts a negative comment about a HFLD employee);
- Comments in support of or in opposition to political campaigns or ballot measures, with the exception of informational posts approved in advance by the HFLD Library Director;
- Profane, obscene, or sexual language or content or links to such language or content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, veteran status, genetic information, citizenship status, national origin, physical or mental disability, sexual orientation, or gender identity/expression;
- Solicitation of commerce, including but not limited to, advertising of any business or product for sale;
- Information that may tend to compromise the safety or security of the public or public systems;
- Defamatory or personal attacks;
- Threats to any person or organization;
- Conduct or encouragement of activity that violates any federal, state, or local law; or
- Conduct that violates a legal ownership interest of any other party.

If illegal activity occurs, page administrators are expected to secure the information and notify the local police department.

HFLD reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law or regulation. Content submitted for posting that is deemed not suitable for posting by HFLD page administrators because it is not topically related to the particular subject being commented upon, or is otherwise deemed prohibited content based on the criteria set forth in this policy, must be retained in accordance with the relevant records retention schedule.

This policy governing comments on HFLD sites shall be displayed on all limited public forums or made available via hyperlink from HFLD's official website.

CONTENT MANAGEMENT

Page administrators representing HFLD on HFLD social media and/or blog sites must conduct themselves at all times as representatives of HFLD in accordance with all HFLD policies, standards, and regulations. Page administrators are personally responsible, and may be legally liable, for the content they publish on social media and/or online sites.

ADVERTISING, MARKETING, AND PUBLIC RELATIONS

HFLD makes it a priority to comply with Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45. Section 5 of the FTC Act reflects the four basic truth-in-advertising principles.

PUBLIC RECORDS

HFLD social media and/or online sites are subject to Idaho Public Records Law. Any content maintained in a social media and/or online format that is related to HFLD's business, including a list of subscribers and posted communication, is a public record. Any photographs taken during library program and posted to social media become a public record and are subject to the records retention schedule. Therefore, there should be no expectation of privacy in the information posted on HFLD social media and/or online sites.

HFLD is responsible for responding completely and accurately to any public records request for public records on social media and/or online sites. Content related to HFLD business shall be maintained in an accessible format so that it can be produced in response to a request. Whenever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the relevant departmental public disclosure officer. Idaho law and relevant HFLD records retention schedules apply to social media and/or online formats and content.

OPEN MEETINGS

HFLD's governing body should refrain from using HFLD or other social media and/or blog sites to discuss HFLD's business or make a decision in violation of Idaho's Open Meeting Law.

HFLD may use social media and/or blog sites to gather public input and foster public discussion related to HFLD's role and functions, provided that the use is authorized in accordance with and conforms to this policy.

Information that HFLD posts on its social media and/or blog sites will supplement, not replace, required notices and standard methods of providing warnings, postings, and notifications required for public meetings and hearings under Idaho law.

Adopted by the Hansen Library District on July 7, 2021