

Jefferson County Public Library Social Media Policy

Policy Statement

Jefferson County Public Library (JCPL) has accounts on a number of social media channels (including, but not limited to, Facebook, Twitter, Instagram, Pinterest, and YouTube) for educational, cultural, civic and recreational purposes. Library social media provides a limited (or designated) public forum to facilitate the sharing of ideas, opinions and information about library-related subjects and issues. JCPL's social media is intended to create a welcoming and inviting digital space where library users can interact with Library staff and other library users, and where they can find useful and entertaining information. **Content on JCPL's social media channels must conform to the Library Bill of Rights and present all points of view on current and historical issues.**

This policy applies to JCPL employees when participating in social media for work, and should also be considered if personal online activities may have the appearance of speaking for JCPL.

What is Social Media?

Social media is any web application, site or account used by the Library that facilitates the sharing of opinions and information about library-related subjects, events and issues. This includes:

- Social networking sites (e.g. Facebook, LinkedIn, Google+, etc.)
- Social sharing sites (e.g. YouTube, Instagram, Periscope, Flickr, etc.)
- Blogs
- Microblogging sites (Twitter, Snapchat, etc.)
- Wikis
- Social bookmarking sites (Pinterest, Reddit, etc.)
- Forums and discussion boards
- Review sites (Yelp, Foursquare, etc.)
- Any other online mechanism that allows dialogue between the Library and community.

Who is responsible for JCPL's social media?

The Communications team, under the guidance of the Digital Marketing Specialist, is responsible for the library's social media channels. To ensure a consistency of voice and brand identity, official content and presentation for JCPL social media sites are managed by the Digital Marketing Specialist, the Communications Team, or their designees.

Library staff wishing to contribute official content to an existing public JCPL social media channel must be a member of the Social Media Team. In order to become a member of the Social Media Team, library staff must obtain the permission of their library or department manager and then apply to join the team via the Digital Marketing Specialist.

Interacting with JCPL's social media

Our social media channels are powerful promotional tools that can extend our reach into multiple communities. JCPL staff are encouraged to interact with any official JCPL social media channel. Please feel free to like, comment, share, retweet, regram, or repin any of the Library's social media content. Comments from external viewers are allowed and all reasonable comments will remain regardless of whether they are favorable or unfavorable to the Library. Comments are not reviewed prior to posting, but are moderated by Library staff. The Library reserves the right to remove comments that are unlawful or off topic. Comments will be deleted when they are offensive, abusive, racially inflammatory, threatening, or clearly off topic. Comments that endorse a political candidate, party or commercial product will also be deleted. Comments may be deleted without notification.

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Guidelines for Personal Use

Library staff are not required to follow JCPL on any social media channel. If you chose to do so, please keep in mind that employees can be held personally liable for their posts and comments. Use care with regards to patron and staff privacy, exaggeration, obscenity, copyrighted materials, defamatory comments and derogatory remarks.

Never post patron information or information that is confidential to the Library (Colorado Law 24-90-119) on your personal social media channels,. Failure to comply may result in disciplinary action, up to and including termination of employment. Respect, transparency and privacy must be kept top of mind whether posting for personal or professional purposes.

Identifying yourself as a JCPL employee or discussing Library-related matters may lead some readers to see you as an official spokesperson for JCPL. When posting a personal opinion regarding JCPL-related matters, you should include a disclaimer such as "The opinions expressed are my own and do not reflect those of Jefferson County Public Library."

JCPL reserves the right to monitor comments or discussions about the Library, its staff, Board, patrons, vendors, etc. that are posted anywhere on the Internet. Employees are responsible for the content of their posts.

Policy Violations

JCPL can remove information from any official JCPL social media channel without notice or contact with the author. JCPL has the right to refuse posting rights on any official JCPL social media channel. Individuals who violate this policy could face disciplinary action.

Archives and Records Management

The content contained within JCPL's social media channels may be subject to Colorado Public Records and Open Records Laws and will be maintained as such.

You are at: [ALA.org](#) » [ADVOCACY](#) » [Intellectual Freedom](#) » [Intellectual Freedom Statements and Guidelines](#) » [Libraries: An American Value](#)

Libraries: An American Value

Libraries in America are cornerstones of the communities they serve. Free access to the books, ideas, resources, and information in America's libraries is imperative for education, employment, enjoyment, and self-government.

Libraries are a legacy to each generation, offering the heritage of the past and the promise of the future. To ensure that libraries flourish and have the freedom to promote and protect the public good in the 21st century, we believe certain principles must be guaranteed.

To that end, we affirm this contract with the people we serve:

- We defend the constitutional rights of all individuals, including children and teenagers, to use the library's resources and services;
- We value our nation's diversity and strive to reflect that diversity by providing a full spectrum of resources and services to the communities we serve;
- We affirm the responsibility and the right of all parents and guardians to guide their own children's use of the library and its resources and services;
- We connect people and ideas by helping each person select from and effectively use the library's resources;
- We protect each individual's privacy and confidentiality in the use of library resources and services;
- We protect the rights of individuals to express their opinions about library resources and services;
- We celebrate and preserve our democratic society by making available the widest possible range of viewpoints, opinions and ideas, so that all individuals have the opportunity to become lifelong learners - informed, literate, educated, and culturally enriched.

Change is constant, but these principles transcend change and endure in a dynamic technological, social, and political environment.

By embracing these principles, libraries in the United States can contribute to a future that values and protects freedom of speech in a world that celebrates both our similarities and our differences, respects individuals and their beliefs, and holds all persons truly equal and free.

**Adopted February 3, 1999, by the
Council of the American Library Association**

You are at: ALA.org » ADVOCACY » Intellectual Freedom » Library Bill of Rights

Library Bill of Rights

The American Library Association affirms that all libraries are forums for information and ideas, and that the following basic policies should guide their services.

I. Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background, or views of those contributing to their creation.

II. Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval.

III. Libraries should challenge censorship in the fulfillment of their responsibility to provide information and enlightenment.

IV. Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.

V. A person's right to use a library should not be denied or abridged because of origin, age, background, or views.

VI. Libraries which make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.

Adopted June 19, 1939, by the ALA Council; amended October 14, 1944; June 18, 1948; February 2, 1961; June 27, 1967; January 23, 1980; inclusion of "age" reaffirmed January 23, 1996.

A history of the Library Bill of Rights is found in the latest edition of the [Intellectual Freedom Manual](#).

Although the Articles of the Library Bill of Rights are unambiguous statements of basic principles that should govern the service of all libraries, questions do arise concerning application of these principles to specific library practices. See the documents designated by the Intellectual Freedom Committee as [Interpretations of the Library Bill of Rights](#).

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Materials Selection Policy

To enrich the educational, informational, and recreational quality of life for all citizens in Jefferson County, the Library will provide a broad and diverse collection of resources and materials. In support of its mission, the Library collection will encourage lifelong learning, self-improvement, and freedom of thought. The library collection will reflect the full spectrum of political, religious, and cultural beliefs and practices of the residents of Jefferson County. The goal of the Library is to maintain an overall balance within the collection and provide materials that respond to the present and future. To ensure the retention and preservation of materials with long-term value, the Library will continually assess and evaluate the collection.

JCPL offers varied collections of considerable scope, depth, and points of view to enable the citizens of Jefferson County to understand different issues, and formulate their own beliefs. The collection will offer all library users in the community access to

materials and resources that contribute to the free expression of ideas.

To accommodate all users, the collection of materials is offered in several formats to meet the needs of various ages, reading levels, languages, cultural, informational, and educational interests in the community.

SPACER

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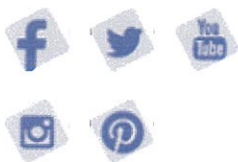
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