

SUBJECT: SOCIAL MEDIA SERVICE POLICY

I. PURPOSE

The Naperville Public Library (NPL) implements various social media applications and services to provide an online platform whereby NPL users can interact with library staff and other customers to share information and opinions about library related subjects or issues. This policy provides guidelines for use of these applications.

II. SCOPE

This Policy applies to any web application, site, or account created or maintained by NPL which facilitates the sharing of opinions and information about library related subjects or issues.

For the purposes of this Policy, social media includes formats such as blogs, instant messaging, texting, book reviews, social networking and media sharing sites.

III. PROVISIONS

- A. Social media service is maintained and monitored by NPL staff.
- B. Comments and opinions are welcome. Any postings deemed inappropriate will be removed. Inappropriate comments include, but are not limited to:
 - 1. Obscene or racist content
 - 2. Personal attacks, insults, or threatening language
 - 3. Potentially libelous statements
 - 4. Plagiarized material, material in violation of copyrights, trademark rights, or other intellectual property rights
 - 5. Comments or hyperlinks not directly related to the discussion
 - 6. Commercial promotion, advertisement, or spam
 - 7. Organized political activity
 - 8. Private or personal information, including name, age, phone number, address, etc.
 - 9. Photos or images which fall into any of the above categories
- C. By posting content, the user agrees to hold harmless and indemnify NPL and NPL's officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) which result from or relate in any way to the user's postings, opinions, or comments.
- D. NPL reserves the right to monitor all content before content is posted on any of NPL's social media websites and accounts, and to modify or remove any messages or postings deemed to be abusive, defamatory, contrary to this Policy, or otherwise inappropriate. NPL's reservation of rights includes, without limitation, the right to edit or modify any postings or comments for space or content. NPL is not responsible or liable for content posted by any subscriber in any forum, message board, or other area within the service.
- E. A user participating in NPL's social media service consents to and agrees to comply with all NPL policies, including this policy; Policy 230, Confidentiality and Privacy; Policy 255, Public Access Computers; and Policy 310, General Rules of Conduct.