

Southern Lehigh Public Library
Social Media & Email Policy

March 2017

1. Introduction

Social media is defined as any website or application which engages users in a free exchange of information and ideas.

2. Purpose

- A. To promote SLPL through the use of social media and email
- B. To inform the public about
 - (1) Library programs
 - (2) Community events
 - (3) Local, county, state and federal services
- C. To encourage reading, literacy and education through use of the
 - (1) Library's print and digital collection
 - (2) Electronic resources
 - (3) Databases
- D. To share articles and items of interest that relate to SLPL's mission and for general educational purposes
- E. To strengthen ties to the community

3. Employees & Volunteers

A. Shall

- (1) Comply with
 - (a) All state and federal laws including, but not limited to
 - (i.) Patron confidentiality as per Title 24 PA. C.S. §9375 (see Appendix A) and SLPL's Confidentiality of Library Records Policy (see Appendix B)
 - (ii.) 17 U.S.C. Copyright Act and 17 U.S.C. §107 Fair Use
<https://www.copyright.gov/title17/>
 - (b) ALA Policy Manual 54.15 Code of Ethics: "Protect each user's right to privacy with respect to information sought or received and to materials consulted, borrowed or acquired"
- (2) Respect a patron's right to Intellectual Freedom and Free Speech
- (3) Consider content when engaging in social media on the library's behalf, including but not limited to the following best practices:
 - (a) Credit the original source when possible
 - (b) Be fact-checked for accuracy and for spelling and grammar
 - (c) Be neutral and free of value judgments
 - (d) Be engaging and professional in tone
 - (e) Avoid spam, commercial promotions, advertising organized political or religious activity, potentially libelous statements
 - (f) Avoid conflicts of interest
 - (g) Present balanced views
- (4) Support the mission of SLPL and its social media and email purpose as outlined above
- (5) Use work email in accordance with the above provisions

- (6) Sign an acknowledgment that they have read and agree to abide by this policy within 30 days of receipt of the policy (see Appendix C)
 - B. Shall not
 - (1) Engage in personal online social networking and internet blogging activities while on employer time unless related to the library
 - (2) Post libelous comments
 - (3) Use their SLPL work email in personal social media profiles
 - (4) Use their SLPL work email for personal use
 - C. The Director shall
 - (1) Determine who will have access and manage social media accounts, including but not limited to Facebook, Twitter, Pinterest and Instagram
 - (2) Have final authority over issues of content and over any material shared through social media
 - D. Violation of the terms of this policy by an employee or volunteer will result in disciplinary procedures.
4. General Public
- A. Patrons using the PACs (library's public computers) to access social media and email shall comply with the SLPL's Computer & Internet Use Policy.
 - B. Postings on any SLPL social media affiliated site do not serve as formal requests for service. Any person needing a response should call or email the library.
 - C. Participation in any SLPL social media application implies agreement with our Computer & Internet Use Policy.
 - D. SLPL supports First Amendment rights and Intellectual Freedom.
 - (1) Content posted to SLPL social media sites shall not include
 - (a) Obscene and other sexually explicit material as defined in Title 18 PA. Code §5903
 - (b) Violent material
 - (c) Foul/obscene or inappropriate language
 - (d) Personal attacks, insults or threatening language
 - (2) Violations
 - (a) SLPL reserves the right to "hide" or remove any content posted to its social media sites by anyone if it is reasonably construed as abusive, destructive, harmful, libelous, or threatening.
 - (b) SLPL reserves the right to ban any users for violations of the above.
 - E. Privacy
 - (1) It is understood that all persons attending library sponsored events, by their decision to attend, give consent to SLPL to use photographs, video or audio of them in email marketing and on social media. Patrons wishing to withdraw consent must complete the Photo Opt-Out Release Form (see Appendix D).
 - (2) SLPL is committed to patron privacy and
 - (a) Shall not
 - (i.) Share any content or personal information that a patron has posted on social media

- (b) Shall
 - (i.) Avoid all attempts to use personally identifiable patron information such as email, address and/or phone number or reveal a patron's reading material per Title 24 PA. C.S. §9375 and SLPL Confidentiality of Library Records Policy
- (c) Minors (those under 18 years of age)
 - (i.) When images of children are used, names shall not be included.

5. Liability

- A. SLPL assumes no liability regarding any event or interaction that takes place by any participant in SLPL social media platforms and email.

6. Implementation

- A. This policy will be posted on social media, the website and included in the personnel and policy manual.
- B. Employees will be notified at a monthly staff meeting and in writing within 30 calendar days of Board approval of this policy.
- C. Volunteers will be notified in writing within 30 days of Board approval of this policy.

This policy was adopted by Southern Lehigh Public Library's Board of Directors at its regularly scheduled Board meeting on Tuesday, March 21, 2017.

Appendix A

PENNSYLVANIA STATUTES AND CONSOLIDATED STATUTES

PENNSYLVANIA STATUTES

TITLE 24 EDUCATION

CHAPTER 93

PUBLIC LIBRARIES

24 Pa. Con. Stat. § 9375

§ 9375 Library circulation records

Records of the following institutions which relate to the circulation of library materials and contain the names or other personally identifying information of users of the materials shall be confidential and may not be made available to anyone except by a court order in a criminal proceeding:

- (1) The State Library.
- (2) A local library established or maintained under the provisions of this chapter.
- (3) The library of a university, college or educational institution chartered by the Commonwealth.
- (4) The library of a public school.
- (5) A library established and maintained under a law of this Commonwealth.
- (6) A branch reading room, deposit station or agency operated in connection with a library described in this section.

09/2014

Appendix B

Southern Lehigh Public Library Confidentiality of Library Records Policy

Revised March 21, 2017

1. The Board of Directors of Southern Lehigh Public Library (BOD–SLPL) specifically recognizes the confidentiality of records related to circulation of library materials that contain names or other personally identifying information regarding the users of the library in accordance with Pennsylvania law Title 24 PA C.S. § 9375.
2. The BOD-SLPL supports the concept of intellectual freedom and the right of each citizen, regardless of age, to free access to information without fear of intimidation or recrimination. The library's confidentiality policy safeguards the first amendment and privacy rights of library users. The library advises employees, volunteers, patrons, and third-party vendors with whom the library has contracted that all library records containing names or other personally identifying information regarding the users of the library are confidential and will not be shared.
3. The BOD-SLPL further subscribes to the American Library Association Library Code of Ethics, Section III, which states, "We protect each library user's right to privacy and confidentiality with respect to information sought or received and materials consulted, borrowed, acquired, or transmitted."
4. In most instances, Southern Lehigh Public Library safeguards access to patron library records and restricts access to that information to only the patron who owns the library card and provides that card or to the parent/legal guardian of a minor child with the stipulations and exceptions specified below in item #7. Exceptions are granted for the following circumstances:
 - When the library has exhausted all efforts to encourage a patron to return overdue materials and/or pay overdue fees or replacement fees for lost/damaged materials, the patron's name, address, telephone number, email address, total monetary value of materials, and total number of items overdue/lost/damaged will be reported to the collection agency with whom the library has contracted. No additional personally identifying information will be shared, i.e. titles of items, and the library has insured in its contract with the agency that the agency will respect the patron's confidentiality.
 - When the library is experiencing problems with its public access computers, library automation software, or any other technology services it may be necessary to contact third-party vendors with whom the library has contracted for assistance. The library has insured in its contracts with these vendors that patron privacy and confidentiality will be respected.
5. No patron records will be made available to federal, state, or local law enforcement agencies except by a court order as required by law.
 - Court orders from law enforcement officers will be referred to the Library Director who will consult legal counsel. Other library employees will not provide any patron records to law enforcement agencies under any circumstances.
 - The library will take such action as is necessary to determine that any court order or process issued by any court or pursuant to any court rule or any agency of government requires that such records be made available.
6. When library employees or volunteers speak either in person, online via email, or by telephone to anyone other than the patron, or to persons who cannot produce their library card or identification, information regarding items checked out, items overdue, fines, and items on hold will be restricted as to information that does not reveal the content, such as number of items or figures for fines owed. Addresses, phone numbers, or any other personal information from patron records will not be given out under the above circumstances. When a patron is unable to confirm his or her identity as required, a print-out of the requested information or an email containing the information can be sent to the patron using the postal/email addresses provided in the registration records.

7. The Library record of a child has the same confidentiality protection under library policy as that of any other patron with the following exception:
 - Parents or legal guardians are permitted access to the records of their minor children through the age of 17 (seventeen). The parent/legal guardian must be accompanied by the child, provide the child's library card, and/or provide other acceptable identification. In the case of telephone inquiries, the library card number and verification of the child's address, telephone number, and date of birth are required.
 - Southern Lehigh Public Library recognizes that parents or legal guardians who have signed their minor children's registration cards have assumed the financial responsibility for materials checked out to their children's cards; therefore, parents or legal guardians will be provided with specific information about their minor children's library records when materials are overdue or lost.
8. Adult patrons may waive their rights to the confidentiality of their library records and grant them to another adult cardholder by executing a limited waiver form, set forth in Appendix I. The limited waiver form must also be executed by the adult who will be permitted access to the adult patron's otherwise confidential library records.
9. No patron may use this policy to steal library materials. In the event of theft, the library will release to the appropriate law enforcement officers the relevant patron records, including the name and address of the person committing the theft and a list of materials stolen with the replacement costs.
10. Patrons are encouraged to inform themselves of all library policies before signing their own or a minor child's library card registration.
11. Complaints
 - (i.) Complaints of violations of this policy must be received in writing within 10 days of the violation.
 - (ii.) The director shall respond to a complaint within 30 days detailing any corrective action taken.
 - (iii.) All reasonable efforts will be made to resolve the complaint.
12. Violations of the terms of this policy by employees and volunteers will result in disciplinary procedures.

This policy revised and adopted by Southern Lehigh Public Library Board of Directors at their regularly scheduled board meeting on March 21, 2017.

Appendix C

**Southern Lehigh Public Library
Social Media & Email Policy**

Employee and Volunteer Acknowledgment

I, _____ have read the Southern Lehigh Public Library Social Media & Email Policy, understand the document's content, and agree to comply with the requirements of this policy. I understand that failure to comply may result in actions consistent with the progressive discipline guidelines of the Southern Lehigh Public Library.

Signature

Date

Appendix D

**Southern Lehigh Public Library
Photo Opt-Out Release Form**

- I DO NOT authorize Southern Lehigh Public Library (SLPL) the right to take and use photographs, video, or audio of me and minors under the age of 18 for whom I am responsible.

Images and videos taken outside in public spaces and/or at public events do not require authorization for publication.

It is your responsibility to notify personnel you have signed the opt-out release form.

+++++

Adult (18 years or older)

Name _____ Date _____

Complete Address _____

Phone Number _____ Email _____

Signature _____

For Parent or Guardian

Parent/Guardian Name _____ Date _____

Name of Minor _____

I hereby confirm that I am the Parent/Guardian and I have read the above

Parent/Guardian Signature _____