



LS 705 Social Media Guidelines

Section: 700-Brand Innovation

Effective: June 2023

Purpose

Tampa-Hillsborough County Public Library (THPL) uses social media platforms for the purposes of engaging the community and to inform customers about library learning experiences, materials and services. The library does not advertise for other organizations via the library's social media accounts.

This policy augments the library's role in conjunction with Administrative Directive #CO-09 and Board Policy 02.17.00.00. Social media activity will be administered and maintained by library staff.

Policy

Social media, as utilized by the library, will be considered limited public forums and will include the County's approved Comment Policy concerning public commentary:

Posts, comments, and replies on Library social media channels will be respectful and suitable for all ages. By commenting in this forum, users give Hillsborough County (and Tampa-Hillsborough County Public Library) the right to reproduce, distribute, publish, display, edit, modify, and create derivative works from, and otherwise use, your submission for any purpose in any form and on any media. Comments that include the following will be hidden/removed and may lead to a user being banned from participation in our social media platforms:

- Advertisements or solicitations
- Repeated instances of the same post (spam)
- Malicious links
- Material that infringes on the rights of any third party, including intellectual property, privacy, or publicity rights
- Personal attacks against others, including Commissioners or staff members
- Behavior and/or language that is obscene, abusive, or otherwise violates Library policy LS 501 Code of Conduct.

Visual and auditory content must not infringe copyright. Video recordings of early literacy story times or other virtual programs that include the presenter reading a work not in the public domain may be posted briefly on YouTube and then must be removed.

Library staff will monitor public comments posted on its social media channels to ensure comments meet the standards and guidelines established by the approved Comment Policy and LS 501 Code of Conduct. Additional standards regarding public comments may be imposed, as appropriate, on specific social media. The social media team maintains an archive containing all social media posts and comments in accordance with the State of Florida's General Records Schedule GS15 for Public Libraries.

Procedure

Questions or comments posted to any of the library's social media will be acknowledged or addressed by a member of the social media team. All responses will come from the library's official account. Employees must not answer questions or comments from a personal social media account.

The social media team will review each comment submitted as quickly as possible (not to exceed 48 hours) to ensure compliance with policy, including but not limited to—the comment policy herein; LS 501 Code of Conduct; and any additional standards imposed by the terms of service of each social media platform. Comments will be hidden when they fail to meet these standards.

The social media team will ensure that archive settings within the appropriate software are set to archive all posts and comments published. The library does not advertise for other organizations via the library's social media accounts. The library may share third-party content as relevant to the library's mission. The library is not responsible for any views expressed in third-party content. Such postings do not necessarily reflect the official policies, positions, or opinions of Hillsborough County and/or Tampa-Hillsborough County Public Library.