



## **CUDAHY FAMILY LIBRARY**

3500 LIBRARY DRIVE  
P.O. BOX 100450  
CUDAHY, WI 53110-0450

REBECCA ROEPKE  
LIBRARY DIRECTOR

PH: (414) 769-2246  
FAX: (414) 769-2252  
rebecca.roepke@mcfls.org

## **POLICY**

Category: Services

Number: D.07

Title: **Social Media Policy**

Effective Date: June 2, 2012  
Authorized By: CFL Board of Trustees  
Last Revision: New

---

The Cudahy Family Library chooses to use and maintains various social media services and applications for the purpose of facilitating an online platform of communication between the Library's staff and users about library-related subjects and issues. For our policy, social media is a category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, Myspace, etc.); microblogging sites (Twitter, Nixle, etc.); photo and video sharing sites (Flicker, YouTube, etc.), wikis (Wikipedia, etc.); social cataloging (GoodReads, LibraryThing, etc.); blogs; and news sites (Digg, Reddit, etc.). This policy supplements the Library's policies on electronic communications, public computer use, and Internet usage and pertains to both library staff (employees and volunteers) and users of the Library.

The content created on social media sites by the Library's staff is in accordance with the Library's mission statement of "providing access to services, materials, and information in a variety of formats." All participation by the Library and/or library staff in social media services and applications shall be approved in advance by the Library Director. Examples of content for original postings on social media include, but are not limited to:

- Library hours, location, and contact information
- Library meetings, programs, or events information
- Library announcements or press releases
- Library policies, procedures, and rules
- Readers' advisory tools or featured resources from the collections
- Links to the Library's County Cat or other resources of interest
- Training and continuing education opportunities
- Promotion of the Cudahy Family Library
- Links to news about the City of Cudahy and community news

Content originating from Library Staff on professional and discussion social media sites must have a link to the Social Media Policy and include the following disclaimer:

“The views, opinions, and judgments expressed in this message are solely those of the author. The message contents have not been reviewed or approved by the Library Director or her designee or Library Board.”

The Cudahy Family Library is interested in comments, opinions, and feedback from the general public and welcomes posts about library-related subjects on its social media sites from users. The Library reserves the right to monitor content before or as it is posted and will block, edit, or remove content at its discretion. Examples of inappropriate content that will receive staff intervention include, but are not limited to:

- Vulgar, profane, obscene, or sexual content
- Discriminatory, harassing, or racist content
- Personal attacks, insults, defamatory or threatening language
- Conduct or encouragement of illegal activity
- Potentially libelous statements
- Plagiarized material
- Violations of copyright, trademark right, or intellectual property right
- Private, personal, or confidential information published without consent
- Commercial promotions, solicitations and spam
- Organized political or religious activity
- Comments totally unrelated to the content of the forum
- Hyperlinks that are not directly related to the discussion or Library

Postings from users are the opinions of the authors only and publication of a posting does not imply endorsement or agreement by the Library. A submission of content constitutes an acceptance of this policy and an agreement to indemnify the Cudahy Family Library and/or the City of Cudahy, its administration and staff from and against all liabilities, judgments, damages, and costs (including attorneys' fees) incurred by any of them which arise out of or are related to the posted content. Neither the Cudahy Family Library nor the City of Cudahy is responsible or liable for content posted by any user in any forum. Users of social media should recognize that their comments are being published in a public space available to anyone; there are no private postings. Any content posted on the Library's social media services and applications is a public record, subject to the Library's record retention policy and the regulations of Wisconsin's Public Records Law.

The Cudahy Family Library affirms the right and responsibility of parents and/or guardians to determine and monitor their minor children's use of the Internet. The Library does not act in place of or in the absence of a parent or guardian and is not responsible for enforcing restrictions which a parent or guardian may place on a minor's use of the Internet.

Abuse of the Social Media Policy may result in the person responsible for the post being barred from posting any subsequent messages to the Cudahy Family Library's social media services and applications and may also lead to legal liability.