



Social Media Policy

Adopted May 16, 2013 by the North Richland Hills Library Board

Purpose:

The North Richland Hills Public Library (NRHPL) is committed to using current forms of Social Media.

The NRHPL’s goals in using social media are:

- To contribute to the positive image of the City of North Richland Hills by providing timely, relevant and accurate information about Library programs and services that ignite interest and meet citizen’s Library and information needs
- To raise citizen awareness of Library offerings by directly communicating with citizens
- To increase participation in Library programs and workshops
- To direct citizens to the Library's web site for comprehensive information on Library services and programs
- To supplement and increase distribution of the Library's electronic and print newsletters
- To increase the Library's role in building a sense of community through a stronger online presence that connects the Library with its patrons in the online environment
- To contribute to a word-of-mouth marketing campaign for the Library

Scope:

This policy applies to all patrons, whether registered with North Richland Hills Public Library or not.

Policy Information:

North Richland Hills Public Library regards online Social Media in the same way as its other information resources and communications. This policy is not intended to replace other Library policies but, rather, to supplement those policies. As with more traditional resources, the Library does not act in place of or in the absence of a parent. The Library is not responsible for enforcing restrictions which a parent or guardian may place on a minor’s use of this resource.

Social Media Defined:

Any electronic, web based application, site or account created and/or maintained by the NRHPL which facilitates an environment for library staff and library users to share positive information about the library and its programs and services. NRHPL recognizes and respects differences in opinion. This policy governs public use of these tools for any purpose.

Library Social Media Channels:

Type:	<i>Blog</i>
Began:	<i>June 2013</i>
Update Frequency:	<i>3-4 times per month</i>
Primary Audience:	<i>Adults</i>
Purpose:	<i>This channel is managed by various library staff who write posts based on topics that interest them that are related to the library, technology or the local community. Posts may include photos and links to external content and will vary in length. Posts will also be cross-promoted between other social channels.</i>

Type:	<i>Facebook</i>
Began:	<i>May 2013</i>
Update Frequency:	<i>5-6 times per week</i>
Primary Audience:	<i>All Ages</i>
Purpose:	<i>This channel is managed by 1-2 library staff and posts will range in subject from current events and popular content to library events and services.</i>

Type:	<i>Twitter</i>
Began:	<i>May 2013</i>
Update Frequency:	<i>5-6 times per week</i>
Primary Audience:	<i>All Ages</i>
Purpose:	<i>This channel is managed by 1-2 library staff and posts will be short updates that link to the library's website or Facebook page.</i>

Type:	<i>Pinterest</i>
Began:	<i>TBD</i>
Update Frequency:	<i>TBD</i>
Primary Audience:	<i>Women 20-65 years old</i>
Purpose:	<i>This channel will be used for creating visual Reader's Advisory lists and other curated content. Content will link back to the library's website or other social channels.</i>

Type:	<i>Flickr</i>
Began:	<i>TBD</i>
Update Frequency:	<i>TBD</i>
Primary Audience:	<i>All Ages</i>
Purpose:	<i>This channel will be used for posting, archiving and categorizing photos from library events and programs.</i>

Appropriate Content:

- Notices of upcoming Library meetings or events
- Content of all press releases
- Library policies and procedures
- Information about library services, trends or technologies
- Communication between library staff and the library community regarding NRHPL work and/or projects
- Training and continuing education opportunities
- Promotion of NRHPL or the library systems, associations or other professional bodies related to NRHPL's activities
- A place for the public to discuss their opinion as it relates to the Library
- Insight into the daily workings of the NRHPL
- Reader's Advisory Information

Inappropriate Content:

- Profane, obscene or racist content
- Personal attacks, insults or threatening language
- Speech that promotes hate of any kind
- Material that may not be appropriate for all ages
- Potentially libelous statements
- Copyrighted or plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion or Library
- Commercial promotions, advertisements or spam
- Religious and political content

Violations of this Policy:

Postings which the Library in its sole discretion, deems unpermitted under this policy, may be removed in whole or in part by the Library or its agents immediately upon discovery by the Library (or its agents) without prior notice. The Library reserves the right to terminate accounts, ban or block users who have posted in violation of this policy on more than one occasion.

Rights of the Library:

NRHPL, the library board and the library director reserve the right to monitor content before it is posted on all of its Social Media web applications, web sites and web accounts, and to modify or remove any messages, tags or postings that it deems, in its sole discretion, to be inappropriate content. For an official definition of inappropriate content, see the above heading.

North Richland Hills Public Library reserves the right to edit or modify postings or comments for space and content, while retaining the intent of the original post. The library reserves the right to reproduce comments, posts and messages in other public venues.

Attribution:

In accordance to various international, federal, state and local laws, the public should make every attempt to protect copyrighted or other intellectual property rights.

- When quoting another blog or publication, be sure to link to the original (if possible) and use quotation marks or block quotes
- When using images or other media found elsewhere on the web, attribute credit to the author or creator via hyperlink.

Disclaimers:

All Social Media sites used by the Library will contain the following disclaimer (where space allows):

"This site is for discussion purposes only and does not represent the official views of the North Richland Hills Public Library or the City of North Richland Hills. Any views expressed on this website are those of the individual post author only. The North Richland Hills Public Library accepts no liability for the content of this site. If you wish to contact library officials or to request library services, please visit the library's official website, www.library.nrhtx.com, or call the library at 817-427-6800."

Various social media channels may link to external content such as photos, videos or articles. Library staff will make their best effort to validate content and keep links up to date. In spite of this, library staff can in no way be responsible for links that become dead, contain incorrect information or may not be updated continuously.

Privacy Policy:

Users should have no expectation of privacy in postings on Library sponsored social media sites. By utilizing these sites, users consent to the Library's right to access, monitor and read any postings on the sites.

The Library's social media sites may be considered public records under Texas Public Records laws. If requested, the Library must disclose public records to third party requestors unless certain exemptions apply. The Library in its sole discretion shall determine whether postings on its social media websites are public records and whether exemptions from disclosure apply.

By posting on the Library's social media sites, users give the Library permission to use their name, profile picture and the content of any posting they make without compensation or liability on the part of the Library. This permission ends when users delete their posting.

Evaluation of Social Media Channels:

Library staff will keep track of the following metrics:

- Number of Likes/Followers
- Number of Engagements (Likes, comments, shares, re-tweets, pins, etc.)
- Number of RSVPs for a Facebook event

- Number of clicks on a link posted to one of the social media channels
- Any other metrics that may provide data on how our social media channels are being used

Staff will track these metrics monthly and will distribute the essential numbers to the library board and library staff. These metrics shall be used to determine the validity of our social media channels and their effectiveness.