

Alpena County George N. Fletcher Public Library- Patron Social Media Policy

Purpose

The purpose of the Social Media Policy is to ensure effective promotion and discussion of the Alpena County George N. Fletcher Public Library ("Library") services, resources, and events, and to ensure a reputation for outstanding community engagement and customer service on social media. The purpose of the social media accounts is to discuss library programs, events, and materials.

Definition of Social Media

Social media is defined as electronic communication through which users create online communities to share information, ideas, personal messages, and other content. Social media would include any web page or app through which the Library has an account and interacts with other users.

Authority over Social Media Accounts

The Library Director has the authority to determine whether a particular social media account is used by the Library, and shall inform the Board as necessary. This Policy only applies to official Library social media accounts. The social media accounts of individual employees or Board members are not subject to this Policy.

Usage Rules

The Library operates and maintains social media sites as a public service to provide information regarding Library services, programs, materials, events, and activities. Although the Library welcomes the comments, posts, and messages of other social media users that relate to the Library and recognizes and respects differences in opinion, the social media sites are limited public forums and are subject to review by Library staff members. The Library reserves the right to (but is not required to) remove any comment, post, or message that it deems in violation of this Policy.

The Rules are as follows

A. Privacy:

Users should have no expectation of privacy when commenting on Library posts or tagging the Library. Comments and posts may be read by anyone once posted, regardless of one's friends, followers, or subscribers list. The Library advises users against posting their personal information or contact information on social media sites. Comments and posts may also be subject to disclosure under the Freedom of Information Act.

B. Library's Rights

The Library reserves the right to reproduce comments and posts tagging the Library in other public venues (ex: testimonials). Reproductions of this nature may be edited for space or content, but the original intent of the comment or post will be maintained.

C. No Endorsement

The Library is not responsible for the content of posts made by third parties, including patrons, reviewers, advertisers, and others who may post comments. Public posts by third parties do not reflect the positions of the Library, its employees, or any individual Board member.

D. Unauthorized Content

To ensure a healthy, safe space to discuss Library services, resources, and events, content containing any of the following may be removed immediately from any Library social media forum:

- ~~Obscene, illegal, sexually harassing, threatening or abusive speech or nudity in profile pictures.~~ Sexually explicit content that meets the definition under MCL 722.673, Sec 3 (h), illegal, sexually harassing or threatening speech or nudity in profile pictures.
- Any post that affects the safety and security of the Library, its property, patrons and staff or creates a hostile work environment.
- Private or personal information, including phone numbers and addresses, or requests for personal information.
- Any statements by a user under a false name or any falsification of identity.
- Comments, links, or information unrelated to the purpose of the limited public forum.
- Spam or other commercial messages.
- Any postings that would violate the Michigan Campaign Finance Act, the Michigan Library Privacy Act or other Michigan or Federal laws.
- Solicitation of funds.

- Any comment, post or other content that violates any person's intellectual property rights, including but not limited to violations of the Copyright Act.
- Any information deemed harmful to minors in violation of the Michigan Library Privacy Act.
- Any post that violates any Library policy.
- Any images, links, or other content that falls into the above categories.
- Any post that requires immediate action because the Library does not monitor its social media 24 hours a day.
- Any document, information, or image that would be considered a Library record that is posted without permission of the patron of the person identified in that record. For example, no picture of a Library program shall be posted without permission of every person in that picture.

Third Party Usage Rules

In addition, users are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate federal and state law.

Violations and Appeals

The Library reserves the right to delete posts or comments, or block users who have posted in violation of this Policy. Any person who has been blocked or whose post/comments have been deleted has the right to appeal that decision to the Library Board. The appeal should be sent to the Library Director within 10 business days of the (1) decision to block or ban (2) deletion of the post or comment, whichever is applicable. The Library Board shall decide the appeal.

General Complaints

The Library asks individuals user complaints be sent directory to a manager or the Director so that they can be addressed efficiently. Social media is not the mechanism used by the Library to document or address Library user problems and concerns, or influence Library policy, procedures, and/or programs.

Appendix

Michigan Campaign Finance Act: Act 388 of 1976

AN ACT to regulate political activity; to regulate campaign financing; to restrict campaign contributions and expenditures; to require campaign statements and reports; to regulate anonymous contributions; to regulate campaign advertising and literature; to provide for segregated funds for political purposes; to provide for the use of public funds for political purposes; to create certain funds; to provide for reversion, retention, or refunding of unexpended balances in certain funds; to require other statements and reports; to regulate acceptance of certain gifts, payments, and reimbursements; to prescribe the powers and duties of certain state departments and state and local officials and employees; to provide appropriations; to prescribe penalties and provide remedies; and to repeal certain acts and parts of acts.

History: 1976, Act 388, Imd. Eff. Dec. 30, 1976 ;-- Am. 1994, Act 117, Eff. Apr. 1, 1995 ;-- Am. 1994, Act 385, Eff. Jan. 1, 1995

<https://www.legislature.mi.gov/Laws/MCL?objectName=mcl-Act-388-of-1976>

Michigan Library Privacy Act:

AN ACT to provide for the confidentiality of certain library records; to provide for certain exceptions to the confidentiality of those library records; to provide for the selection and use of library materials; and to provide remedies.

History: 1982, Act 455, Eff. Mar. 30, 1983 ;-- Am. 2020, Act 315, Eff. Mar. 29, 2021

<https://legislature.mi.gov/Laws/MCL?objectName=MCL-ACT-455-OF-1982>

MCL 722.672 Additional definitions.

Sec. 2.

As used in this part:

- (a) "Nudity" means the lewd display of human male or female genitals or pubic area.
- (b) "Sexual excitement" means the condition of human male or female genitals when in a state of sexual stimulation or arousal.
- (c) "Erotic fondling" means touching a person's clothed or unclothed genitals, pubic area, buttocks, or, if the person is female, breasts, for the purpose of sexual gratification or stimulation.
- (d) "Sadomasochistic abuse" means either of the following:

- (i) Flagellation, or torture, for sexual stimulation or gratification, by or upon a person who is nude or clad only in undergarments or in a revealing or bizarre costume.
 - (ii) The condition of being fettered, bound, or otherwise physically restrained for sexual stimulation or gratification, of a person who is nude or clad only in undergarments or in a revealing or bizarre costume.
- (e) "Sexual intercourse" means intercourse, real or simulated, whether genital-genital, oral-genital, anal-genital, or oral-anal, whether between persons of the same or opposite sex or between a human and an animal.