Portage District LIBRARY

Reviewed and Approved: 2-23-2026

PATRON SOCIAL MEDIA POLICY

I. Purpose.

The purpose of the Social Media Policy is to ensure effective promotion and discussion of the Portage District 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.

II. 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 webpage or app through which the Library has an account and interacts with other users.

III. Authority over Social Media Accounts.

The Library Board has the authority to determine whether a particular social media account is used by the Library. 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.

IV. 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:

1. 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.

2. 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.

3. 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.

4. 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.
   - 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 statement 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 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 or person identified in that record.
   - For example, no picture of a Library program shall be posted without permission of every person in that picture.

5. 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.

V. Violations and Appeals.

The Library reserves the right to ban or block users who have posted in violation of this Policy or to delete posts or comments. To the extent the Library has sufficient contact information and the Library will message users who have been blocked or whose content is deleted to explain the issue and notify the person of the action. Any person who has been blocked or whose post or comment has 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 or (2) deletion of the post or comment, whichever is applicable. The Library Board shall decide the appeal.

VI. General Complaints.

The Library asks that individual user complaints be sent directly 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, or programs.