



VERMILION PARISH LIBRARY

PO DRAWER 640 ABBEVILLE, LA 70511
405 E. ST. VICTOR ST. ABBEVILLE, LA 70510
337-893-2674 FAX: 337-898-0526

Vermilion Parish Library Social Media Policy

Purpose

The Vermilion Parish Library uses social media to provide timely dissemination of information about library programs, news, events, projects, and services. It can also expand the library's involvement in the community but inviting conversations regarding the library. The Vermilion Parish Library regards social media outlets as equally important as other venues for the dissemination of information about the library.

Definition of Social Media

The Vermilion Parish Library defines social media as any web application, site, or account created and maintained by the library.

Usage Rules

The Vermilion Parish Library participates in social media for a variety of reasons but the main goal is to communicate information about library services and resources and to engage the community. While the library welcomes posts, comments, and messages, these will be periodically reviewed and the library reserves the right to, but is not required to remove any comment, post, or message that it feels is inappropriate or off-topic.

The library is not responsible for or libel for any content posted by any participant in the library social media forum who is not a member of the library staff.

The users of the Vermilion Parish Library sponsored social media sites should have no expectation of privacy in postings. By using such sites you consent to the library's right to access, monitor, and read any posting on those sites. Library users must understand that social media is permanent, retrievable, and public. The Vermilion Parish Library recommends that users do not post their personal information or contact information on social media sites, as messages can potentially be read by anyone once posted, regardless of statuses on Friends, Follower, or Subscriber List.



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The Vermilion Parish Library reserves the right to reproduce comments, posts, and messages in other public venues. These reproductions may be edited for space and content while retaining the original intent of the post.

If posted content contains any of the following it will be removed immediately from any library social media forum:

- Obscene content or hate speech
- Personal attacks, insults, or threatening language or images
- Private or personal information, including phone numbers and addresses, or request for personal information
- Potentially libelous statements
- Falsification of identity
- Plagiarized material
- Comments, links, or information unrelated to the purpose of the forum
- Spam or other commercial, political, or religious messages unrelated to the library or its social media postings
- Solicitation of funds
- Any post the library deems inappropriate in word or image
- Any image, link, or other content that falls into the above categories

The Vermilion Parish Library reserves the right to ban or block users of the library social media platforms who have posted in violation of this policy. Also, users are expected to follow the terms and conditions set by third party social media platforms in addition to following Federal and State Law.

The library requests that individual user complaints be addressed to library administration. Complaints will be addressed quickly and specifically. Social media will not be used to document or address library user problems, concerns, or influence library policy, procedures, or programs.



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Staff Use of Social Media

Only designated staff members may maintain the library social media accounts as part of their assigned duties. The Vermilion Parish Library does not restrict the right of employees to use personal social media outside of work. Employees must be aware that posts on social media having to do with official duties may be viewed by others as library or parish sponsored information or opinion.

While on duty the use of personal social media by employees falls under the Vermilion Parish Library Electronic Media Access and Use Policy and the Communications Policy. Employees should be aware that use of library equipment, as well as, data and network resources is not private and may be examined.

Off Duty employees are free to express themselves as private citizens on social media sites to the degree that their speech does not impair the working relationships or activities of the library, or bring undue burden upon the performance of the work of the library. Any expression shall not violate any confidentiality of their position within the library, get in the way of the performance of any employee's duties, or impair the discipline and harmony among coworkers, or negatively affect the public perception of the library system.

When using social media for personal use and when identifiable as a library employee, staff must be aware of their role in the organization and the potential consequences of their communication on the library reputation and service values of the Vermilion Parish Library. Employees are asked to act appropriately and with good judgement in social media postings.

Employees should note that any on or off-duty speech related to their official library duties, or speech owing its existence to the employee's professional duties and responsibilities, may not be protected speech under the First Amendment of the US Constitution. Such speech may form the basis for discipline, up to and including termination, if it is deemed detrimental to the mission of the library.