Social Media

The St. Charles City-County Library District (the “Library”) may participate in relevant platforms of social media as a means of promoting the Library brand and connecting with Library customers and facilitating discovery of Library events, services, materials, published content (including original content and content from other resources), and engaging the community.

A. Procedures for Official Library Use of Social Media

The Library may establish official Library accounts on various social media platforms as approved by the Library Director. Individual branches or departments shall not maintain their own separate social media accounts unless approved by the Library Director. Only staff members authorized by the Library Director shall post on or administer Library social media accounts. Where possible, the Library’s social media pages shall clearly indicate that they are maintained by the Library and shall have Library personnel contact information prominently displayed.

When making posts to the Library’s official social media accounts, Library employees shall conduct themselves at all times as representatives of the Library, adhere to all Library policies and procedures, and observe proper decorum.

Social media content posted by the Library shall adhere to applicable laws, regulations and policies, including all electronic acceptable use and records management policies. The content of social media is subject to public records laws, including the Missouri Sunshine law. Relevant record retention schedules apply to social media content. Content must be managed, stored and retrieved to comply with open records laws, and applicable electronic discovery laws and policies.

The Library may post photos and videos from public programs and events at Library facilities and Library spaces to its official social media accounts in accordance with Policy C268 – Photography and Recording Policy C281 – Classes and Events.

All Library postings to social media will adhere to the confidentiality requirements as set forth in Section 182.815-.817, RSMo., as outlined in Policy C280-Privacy of Library Circulation Records. Library postings to social media will not include confidential or unauthorized information related to Library customers or Library personnel.

The Library’s official social media pages shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.

B. Interaction with the Public via Official Library Social Media Accounts

The accounts following the Library’s postings or accounts the Library follows do not imply sponsorship or constitute an endorsement of said accounts. Where possible, the Library’s official social media pages will state that the opinions expressed by visitors to the page(s) do not reflect the opinions of the Library.

The Library reserves the right to remove Inappropriate Content posted to its social media accounts. Inappropriate Content may include: threats, obscenities, profanity, defamation, solicitation of illegal activities, etc. Repeated violations by individuals will result in blocking further comments to official Library accounts. The Library Director or his/her designee, in consultation with the legal counsel, will be responsible for deleting any comments that violate this Policy. The Library’s official social media pages shall clearly indicate that posted comments will be monitored and that the Library reserves the right to remove Inappropriate Content.
The Library reserves the right to engage with current events/topics (controversial or not) on social media as seen fit by Library administration. All posts to official Library social media accounts are subject to the review and approval of the Library Director, or his/her designee before posting. The Library will not remove negative comments unless the comment is deemed to be Inappropriate Content in accordance with this Policy.

C. Library Employees’ Personal Use of Social Media

Library District staff will adhere to guidelines from Policy E092 – Staff Electronic Acceptable Usage, when posting information about the Library on their own social media platforms, which includes any internal social media forums.

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