
Administrative Rules

Rule 3.6 – Library Social Media Policy

Created: 08/10/2022
Approved: 09/07/2022

Overview and General Rule

I. OBJECTIVE

The Deschutes Public Library (DPL) uses social media to communicate, educate, and engage with community members within Deschutes County about DPL, literature, and literary book and culture-related topics. Social media is also used to provide the community with a forum to ask DPL questions, provide feedback on its materials, services, and programs, and promote communication.

Social media, such as but not limited to, Facebook, Twitter, Instagram, Snap Chat, YouTube, and LinkedIn, permits users to engage in ongoing forms of electronic engagement with DPL that creates communities for sharing, collaborating, and exchanging ideas, images, and other personal content. These sites serve as a designated public forum for DPL and its customers.

II. SOCIAL MEDIA CONTENT

When posting to DPL's social media sites, site users authorize DPL and its employees to share any content posted by site users without the site users being notified or compensated by DPL. DPL is not responsible for any content posted by third parties on official DPL social media sites.

DPL welcomes public comments, photographs, posts, and messages that are aligned with DPL's mission and this policy. DPL communications staff monitor this content to ensure it is permissible on its social media accounts pages and may remove posts that violate this policy.

III. RULES AND REGULATIONS

IMPERMISSIBLE CONTENT

DPL reserves the right to disallow public comments or content on any and all of its social media platforms for any reason, at any time, and without notice. Further, DPL reserves the right to terminate use of (close its account for) any of its social media accounts for any reason, at any time, and without notice.

The following content posted by the public may be removed:

- a. Content that violates the terms of use of the Social Media site

- b. Content not topically related to the post being commented upon
- c. Content that contains links to other pages or websites
- d. Profane language or content
- e. Content that threatens or defames any person or organization
- f. Content that promotes, fosters or perpetuates discrimination upon the basis of race, religion, gender, gender identity, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, source of income, or other protected status under applicable law
- g. Sexual content or links to sexual content
- h. Solicitations of commerce (e.g., advertisements)
- i. Conduct or encouragement of illegal activity
- j. Private and/or confidential information
- k. Content that violates a legal ownership interest of any other party
- l. Information that may compromise the safety or security of the public or public services, including but not limited to: personal information relating to DPL customers, employees, and volunteers; confidential or sensitive DPL information; and information that may compromise the safety or security of public buildings, public utilities, public transportation systems, police, fire, or other emergency services.

When impermissible content is posted, DPL may remove content and retain copies of the removed posts in accordance with public records retention laws. Any content removed must be retained, including the time, date and identity of the poster when available.

IV. SOCIAL MEDIA POSTED GUIDELINES

DPL will include the following post or link to said post on all social media platforms that the DPL uses:

This account is created by the Deschutes Public Library District (DPL). This account is intended to serve as a mechanism for communication between the public and DPL on all topics relevant to the DPL's business. DPL reserves the right to remove comments or posts that violate any applicable laws. A list of content that will be removed may be viewed within the DPL's Social Media Policy. Postings to this account/site are public records of DPL and may be subject to disclosure under the Oregon Public Records Law. DPL does not endorse nor sponsor any: advertising posted by the social media host, statements that the social media is a private site, or the privacy terms applied by the site. DPL does not guarantee reliability and accuracy of any third-party links.

VI. APPEAL PROCEDURE

DPL welcomes expressions of opinion from customers concerning social media. Questions or concerns regarding DPL social media comments or platform activities should first be addressed with a DPL staff member. Customers who wish to continue their request for review may submit a [Request for Reconsideration of Library Services](#).