

Social Media and Social Networking Policy:

Statement of Philosophy

The Knoxville Public Library recognizes social media and social networking sites to be a powerful social interaction tool and intends to offer a Facebook page to the patrons via the World Wide Web as a source of information and enjoyment. This social networking website will serve as an additional and alternative source of information on programs and services, and enable patrons and “fans” or followers a way to keep in touch with news and events at the library. This policy shall apply to all social media or social networking sites. The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy.

Regulations

The Facebook account will be established and maintained by the director and his/her appointed administrator.

Information published on the Facebook page shall comply with the library’s patron confidentiality of records policy and any other relevant library policies. This also applies to comments posted on other blogs, forums, and social networking sites.

Patrons who become “fans” of this page will be subject to similar rules of behavior as if they were at the library (see Patron Behavior Policy).

A level of respect for the library, employees, and patrons is to be maintained at all times. Any questionable or abusive behavior will be reported to the director and administrator, who will determine whether a warning or removal from the page is required.

Photographs or images uploaded or published on the page will require written consent from participants. In the case of minors (children under the age of 18 years), written consent must be granted from the parents or legal guardians.

Procedures and guidelines:

The administrator will update and maintain the Facebook page daily, or as frequently as possible to keep information current. News and information over the Internet is expected to be instantaneous and the Facebook page will attempt to deliver a similar service whenever possible.

Staff, patrons and followers of the website are encouraged to provide input on ways to improve the page in order to ensure the library is offering the best possible service to the public. The maintenance of the website will be the responsibility of the director.

Approved by the Board of Trustees

Date: June 16, 2010