



Social Media Policy

Fontana Regional Library uses various online social media services in order to provide a public forum for sharing information, ideas, and opinions about library resources, services, and programs. These forums are intended to create a welcoming and inviting space where library users can interact with library staff and other library users, while finding useful and entertaining information related to the library and its community partners.

The goals of Fontana Regional Library's sponsored social networking sites are:

- To inform the public about library resources and activities
- To increase the public's use of library resources
- To provide additional communication with members of the public.

Definition

Online social networking software is defined as any website or application which allows users to generate and share content. The library use of social media tools can include, but is not limited to, Facebook, Twitter, YouTube, Pinterest, blogs, and wikis.

Public Use

Fontana Regional Library assumes no liability regarding any posted comments on any library-sponsored social media site. FRL is not responsible for the content on the pages of friends, fans, or followers of the library. The library does not endorse or review content of third-party sites.

Comments, posts, and messages are welcome on Fontana Regional Library social media sites. The library reserves the right to use any comments or posts for library marketing purposes. While the library recognizes and respects differences of opinion, all such interactions will be monitored for content and relevancy. The Library reserves the right to remove any message or post that we deem inappropriate or disruptive including but not limited to those that may:

- Defame, abuse, harass, stalk, threaten, or otherwise violate the legal rights of others.
- Be obscene, indecent, racist, sexist, or discriminatory in nature.
- Violate any applicable laws or regulations.
- Violate the copyright, trademark right, or other intellectual property right of any third party.
- Advertise or offer to sell or buy any goods or services, commercial promotions, spam, or duplicated posts.
- Represent any organized political activity.



Social Media Policy

- Hyperlink to websites that are not directly related to the current discussion or topic.
- Reveal private, personal information published without consent.

By posting on FRL's social media sites, users give the library permission to use their name, profile picture, and the content of any posting or comment they make without any compensation to the individual who made the post or liability on the part of FRL. This permission ends only if the user who made the post deletes the post.

Privacy

Fontana Regional Library does not collect, maintain, or otherwise use the personal information stored on a third party site in any way other than to communicate library related information with users on that site. Users may remove themselves at any time from the library's friends, likes or followers' list or request that the library remove them. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

Staff Responsibilities

Fontana Regional Library employees should be sensitive to the fact that social networks and other online forums blur the distinction between an individual's professional and personal identities.

All social media sites maintained by Fontana Regional Library must have a consistent look and feel to the library's website and other publications. Account information may be obtained from the Training and Digital Content Coordinator.

When representing Fontana Regional Library via social media, staff should:

- Be aware that what they're saying is representing FRL and conduct themselves accordingly.
- Use good judgement. They are encouraged to engage members of the community and use common sense to determine what's appropriate.
- Remember that quality matters. Proofread and verify all content before posting.
- Be the first to respond to their own mistakes. If an error is made, staff should acknowledge the mistake and correct it quickly.
- Make clear that they have modified content to a previous post.
- Not plagiarize. Always give credit to the original source.



Social Media Policy

- Add value to FRL's online presence. The best content relates to Fontana Regional Library and its mission. Reflect the library's purpose using appropriate humor, photos, facts, and current events.
- Not make derogatory statements about library users or staff.
- Not disseminate confidential information.
- Not promote partisan political activities or personal business.
- Observe and abide by all intellectual property rights including copyright, trademark, and service mark restrictions in posting materials to electronic media.