



PPLD Social Media Public Policy

Social Software is defined as any web application, site or account created and maintained by Pikes Peak Library District (PPLD) which facilitates an environment for library staff and library users to share opinions and information about library related subjects/issues. All such sites will have prior authorization by PPLD to act as official sites and will be branded in accordance with PPLD standards. This includes all sites and accounts contributed to by staff in their capacities as employees of PPLD.

PPLD recognizes and respects differences in opinion. Comments, posts, and messages are welcome and will be reviewed before publishing. The following will be removed before publishing:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam

By posting content, the user agrees to indemnify PPLD and its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to the posted content. Forums and messaging may not be used for commercial purposes or for organized political activity.

PPLD reserves the right to monitor content before it is posted on all their social software web sites and accounts, and to modify or remove any messages or postings that it deems, in its sole discretion, to be abusive, defamatory, in violation of the copyright, trademark right, or other intellectual property right of any third party, or otherwise inappropriate for the service. PPLD also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary. Notwithstanding the foregoing, PPLD is not obligated to take any such actions, and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the service.

If any user does not agree to these terms, they are not to use the service as violation of the terms can lead to legal liability.

PPLD Staff Use of Social Media Policy

This policy applies to employees who use social media like blogs, wikis, and social networking sites that may contain postings related to PPLD, employees of PPLD, and any resources, services, or activities of PPLD.

1. PPLD permits employee use of social media on work time and is aware that employees may use social media during non work time. All postings on a blog, wiki, or social networking site on behalf of PPLD must be in keeping with PPLD Policies and Procedures especially as they relate to discrimination, unlawful harassment, and illegal activities.
2. Use of the PPLD logo, mission, and branding is required for pages or posts directly representing PPLD, its services, resources, or activities.
3. You may not disclose any sensitive, proprietary, or confidential information about PPLD.
4. While you may respectfully disagree with PPLD actions, policies, or management decisions, you may not attack personally or post material that is obscene, defamatory, discriminatory, harassing, libelous, or threatening about PPLD, employees of PPLD, or any materials, services, or activities of PPLD. A blog, wiki, or social networking site is not the appropriate place to make a complaint regarding alleged discrimination, unlawful harassment, or safety issues. Such complaints must be made consistent with PPLD policies.
5. All social media representing PPLD must be monitored to ensure that these policies are followed. Please contact the Community Relations Office if you have any questions about the appropriateness of publishing or allowing information postings.
6. You must comply with all applicable laws including copyright and fair use laws. You must not reference patrons. You must not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace.

PPLD Staff Use of Social Media Procedures

Use of the PPLD logo, mission, and branding is required for pages or posts directly representing PPLD, its services, resources, or activities. Art and text files for branding of social media can be found under Community Relations on the Intranet. Requirements include:

Social Networking Sites and Pages

1. Pages on *Facebook* and similar sites must have the PPLD logo, full name of the location (Monument Branch Library), and a link to ppld.org. *My Space* participation is prohibited.
2. Registration Information on each unique media page or account must be submitted to and authorized by the Community Relations Office, including: site name, page name, URL, content focus, creator/administrator contact information, and monitoring process details.

3. The creator/administrator of the page assumes responsibility for its content management.

Blogs and Microblogs

1. Blog and Microblog activities must reference Pikes Peak Library District, full name of the PPLD site or department (Monument Branch Library, Special Collections), and ppld.org.
2. Information on every account must be submitted to and authorized by the Community Relations Office, including site name and URL, account URL, content focus, creator contact information, and monitoring process details.
3. The creator of the page assumes responsibility for its content management.