



## Social Media Policy

*Adopted by La Crosse County Library Board – February 2024*

### Policy Statement

La Crosse County Library (“Library”) has established a social media presence as a public service to inform La Crosse County residents of library programs, events, services, and materials and to encourage communication between residents and library staff as a means of community engagement. The Library also helps to support auxiliary groups such as Friends of the Library by managing their online presence.

Social media is defined as electronic communication through which users create online communities to share information, ideas, messages, and other content. Social media includes any web page or app through which the Library has an account and interacts with other users.

The Library’s social media, along with auxiliary accounts that are managed by the Library, are public record. All content submitted to the Library’s social media is subject to Wisconsin Public Records Law and may be subject to public disclosure. La Crosse County Library cannot prevent, and is not responsible for, content placed by others that may be offensive or disagreeable. However, there are some things that are not considered “free speech” under U.S. and Wisconsin Constitutions, as listed below.

The Library reserves the right to delete or hide content that:

- Contains obscenity or pornography
- Contains defamatory or libelous comments
- Threatens to harm individuals, groups, or organizations
- Promotes third-party businesses, services, or products, or involves political campaigning or lobbying
- Infringes on copyrights or trademarks
- Advocates illegal activity
- Discloses personal information that violates privacy (home address, email address, phone number)

Users who do not comply with these standards may be blocked.

### Disclaimer

Please note: Comments expressed on any social media platform do not reflect the views or positions of the Library, its officers, or its employees. Social media users should exercise their own judgment about the quality and accuracy of any information presented through social media.

The views, guidelines, and rules of the social media platform are those of the company that provides the platform (such as Meta) and not those of the Library.

Social media platforms are not monitored by Library staff 24/7. We cannot guarantee a response to any comment. If you need Library assistance or wish to voice a concern or complaint, contact Library staff in person or by phone during regular hours.

### **Removal of Posts & Appeal Process**

The Library reserves the right to ban or block users who have violated this policy or to delete posts or comments. The Library will make every effort to notify users who have been blocked or whose content has been deleted. Any resident of the service area who has been blocked or whose post or comment has been deleted has the right to appeal that decision to the Library Board. A written appeal should be addressed to the Library Director within 10 business days of the decision to block, ban, or delete. The Library Board shall decide the appeal.