Social Media Policy and Guidelines

The Pioneer Library System social media policy is intended to establish rules, procedures and best practices for the use of social media websites and resources. Social media includes but is not limited to: Facebook, YouTube, Instagram, LinkedIn, and Twitter.

The goal of Pioneer Library System’s use of social media is to:
- Promote OWWL services
- Share PLS & OWWL Library events
- Highlight successful stories from OWWL Libraries
- Call for library advocacy

The primary audience is the general public in the OWWL service area of Ontario, Wyoming, Wayne and Livingston counties.

Account Requirements

New accounts require approval/must use internal procedures for PW management.

Creation of New Accounts

Social media is a constantly changing technology, with new platforms being created on a regular basis. Audience and staff capacity should be taken into account when considering creating a new account.

Account Administrators: Social media username & password information should be shared on PLUM if able. For accounts such as Facebook, there should be more than one PLS staff member named as administrators on the account.

Branding: All accounts shall incorporate OWWL and/or PLS branding. All efforts should be made to follow the PLS Style Guide as appropriate.

Conduct Standards and Guidelines:

Use Common Sense:
- Remember that posts are representing PLS and OWWL and that the content created and shared is a reflection on the organization.
• Be thoughtful in all posts.
• Be respectful of others, even when disagreeing.
• Maintain copyright and fair use when posting content.

Content:
• It is important to ensure that the content being shared is appropriate and relevant to the intended audience.
• Regularly monitor the discussions/comments to ensure that content is appropriate.
• Promptly respond to posts/comments when appropriate to show that you are engaged.
• If you make a mistake, admit it. Be upfront and be quick with your correction. If you modify an earlier post, note that you have done so.
• Encourage participation and only delete reader comments sparingly.

The Pioneer Library System reserves the right to moderate the content on all of its social media sites and to remove messages or postings containing the following:
• Offensive, obscene, threatening, vulgar or abusive content
• Posts that include personal attacks or offensive terms that target specific individuals or groups
• Hate-speech, including but not limited to racism, homophobia, or sexism will not be tolerated.
• Blocking of participants should only occur after a participant has made repeated posts that warrant deletion. Blocking should be documented and the details of the ban should be shared with the PLS Executive Director and Board.
• Threatening language will be taken seriously and will be reported to law enforcement when appropriate.
• Questions regarding this situation should be directed to the PLS Executive Director.