

## SOCIAL MEDIA

Elmhurst Public Library furthers its Mission and Vision by utilizing social media to inform the public about Library resources and services and to foster community engagement. The Library's online presence must always align with its core values and contribute to a positive public image.

“Social media account” refers to any official Elmhurst Public Library accounts on platforms that allow for interaction with Library patrons, including but not limited to: Facebook, X, YouTube, and similar platforms.

Only employees designated to manage the Library's social media accounts are authorized to delete, edit, or otherwise modify content. These employees will collect content from staff, edit it as needed, and post it on behalf of the Library.

Postings on these forums are restricted to information or discussion about Library programs, services, and relevant community events. The public is encouraged to participate in these forums, using the Library's Terms of Use, which prohibits the following:

- Graphic, obscene, sexual or explicit content or hate speech that promotes, fosters or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, gender identity or sexual orientation
- Abusive, threatening, slanderous, libelous, and defamatory comments
- Content that infringes upon intellectual property rights
- Disclosure of personal information without consent
- Comments or links unrelated to Library events or services
- Commercial promotions or solicitations
- Political campaigning or advocacy
- Encouragement or facilitation of illegal activity

Although content is not reviewed prior to posting, the Library reserves the right to remove posts or comments on any of its social media accounts that violate the above restrictions.

All social media posts and public comments are subject to the Freedom of Information Act and applicable records retention laws. Negative posts from the public on social media sites should only be removed if they violate the Library's Terms of Use. Any removed content must be documented by saving a screenshot and filing a memo explaining the reason for removal. This documentation should be retained in accordance with the Illinois Records Retention Act.

Library staff who participates in non-Elmhurst Public Library social media forums must not present their views as representing official Library policy. Staff may only speak on behalf of the



Elmhurst Public Library on Library social media platforms if explicitly authorized to do so. Employees who maintain personal blogs, social media accounts, or other public online content related to library issues should include a disclaimer stating that the views expressed by the author are the author's own and do not represent the views or official position of the Elmhurst Public Library.

The Elmhurst Public Library assumes no liability regarding any event or interaction involving any participant in any Library-sponsored social networking service. In addition, the Library reserves the right to reproduce comments, posts and messages shared on its platform in other public venues. Identifying information, other than first name, will be removed unless prior approval is granted by the user.