

SOCIAL MEDIA POLICY

Purpose

Auburn Hills Public Library may sponsor blogs, wikis, photo sharing, video sharing, tagged websites and other social networking sites or applications to further its mission to connect library users and community residents to the world of ideas. Auburn Hills Public Library's sponsored sites are also a place for the public to share opinions about library related subjects and issues.

Content

The goals of Auburn Hills Public Library's sponsored social networking sites are:

- To maintain open, professional and responsive communications with members of the public and the news media
- To promote the value and importance of Auburn Hills Public Library
- To increase the public's knowledge of and use of library services
- To promote the value and importance of the Library System's services among governing officials, civic leaders, and the general public
- To provide additional communication with members of the public

Publicly posted information will be professional and reflect positively on Auburn Hills Public Library as well as the City of Auburn Hills, its staff, volunteers and services. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors and check spelling and grammar when publishing any posts. Auburn Hills Public Library reserves the right not to publish any posting or to remove it later.

Comments from the Public

Where moderation of comments is an available option, comments from the public will be moderated before posting by Auburn Hills Public Library's designated staff editors. Auburn Hills Public Library reserves the right to edit, modify or remove any messages or postings that:

- Use offensive language or hate speech
- Are deemed to be abusive or defamatory
- Violate copyright, trademark right, or other intellectual property right of any third party
- Are considered to be spam
- Are off topic
- Are political in nature
- Are commercial in nature

The Auburn Hills Public Library is not obligated to take any such actions, and will not be responsible or liable for content posted by any participant in a Library sponsored social networking service.

The Auburn Hills Public Library also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary.

Notwithstanding the foregoing, the Auburn Hills Public Library 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.

By posting a comment, individuals agree to indemnify and hold harmless the City of Auburn Hills and the Auburn Hills Public Library and their officers, employees, officials, directors and staff from and against all liabilities, lawsuits, claims, actions,

causes of actions, demand, judgments, damages, injuries and costs, including attorney's fees which arise out of and/or are in any way related to the content posted by patrons. Forums, comments and messaging may not be used for commercial purposes or for organized political activity.

Use of the Library's websites and links are solely at your own risk. The Library staff does evaluate the extended resources, but cannot assume liability for the accuracy, completeness, timeliness or usefulness of any external information to which it links. The links do not constitute an endorsement, authorization, sponsorship or affiliation by the Library to the owners or any products or services mentioned on the site. Any comments posted do not necessarily reflect the policies of the Library.

Management of Social Web Applications

The Library Director or Library Director's Designee must approve Auburn Hills Public Library's use of a social web application before it goes live. The Technology Department will set up each site (as appropriate) with a custom template, reflective of the design elements of the Auburn Hills Public Library, adapted to the function and purpose of the site. Other setup questions and problems can be directed to the Technology Department.

The Auburn Hills Public Library assumes no liability regarding any event or interaction that takes place through any social networking service, and does not endorse content outside that created by Auburn Hills Public Library staff. Participation in Auburn Hills Public Library social networking services constitutes agreement with all Library policies.

Hosting, Training and Support

The Auburn Hills Public Library Technology Department and Social Network Team, in conjunction with the Library Director, reserves the right to determine where all social media sites will be hosted, and which parties are responsible for the maintenance and administration of each site. As technologies evolve, use of other hosting sites may be approved, at the discretion of the Auburn Hills Public Library Director and /or Technology Department.

The Auburn Hills Public Library Technology Department will install any necessary technical updates needed for the basic operation of tools hosted at approved sites. The Technology Department will provide basic training documentation to the primary staff members responsible for editing and maintaining the sites.