



## SOCIAL MEDIA POLICY

---

The Social Media Policy ensures effective promotion and discussion of Novi Public Library updates, services, resources, collections, technology and more. "**Social Media**" is defined as electronic communication through which users create online communities to share information, ideas, personal messages and other content. Social media includes any webpage or app through which the Library has an account and interacts with other users.

### General

The Library's social media accounts are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but a limited forum for discussing library updates, services, resources, collections, technology and more. The Library reserves the right to (but is not required to) remove any comment, post or message that it deems in violation of this Policy. The Library reserves the right to close comments at a predetermined time and not in response to commentary received.

This Policy applies to all users who interact with the Novi Public Library's social media pages, including the general public, library patrons, employees and Board Members. The Library is committed to using current forms of social media for enhanced accessibility for the Library patrons in the service district. The Library Director or Director's designee have the authority to determine whether a particular social media account is used by the Library. The role and utility of social media accounts will be evaluated periodically by Novi Public Library employees and may be terminated at any time without notice to subscribers. This Policy only applies to official Library social media accounts. The social media accounts of individual employees or Board Members are not subject to the Policy.

Library social media accounts are used for Novi Public Library specific content only, except in cases when there is a partnership/sponsorship for an event or service (i.e., there is an existing formal agreement).

As needed, the Library makes every effort to respond to comments, posts or messages in a timely manner; however, responses may take up to 72 hours.

### Privacy

Users should have no expectation of privacy when commenting on Library posts or tagging the Library. Comments and posts may be read by anyone once posted, regardless of one's friends, followers or subscribers list. The Library advises against posting personal information or contact

information on social media sites. Comments and posts may also be subject to disclosure under the Freedom of Information Act.

## **Library's Rights**

By posting on the Library's social media sites, you give the Library permission to use your name, profile picture and the content of any posting you make without compensation to you or liability on the part of the Library. Reproductions of this nature may be edited for space or content but the original intent of the comment or post will be maintained.

## **Endorsement**

The Library is not responsible for the content of posts made by third parties. Public posts by third parties do not reflect the positions of the Library, its employees or any individual Board Member.

## **Unauthorized Content**

To ensure an inclusive, safe space, content containing any of the following may be removed from any Library social media platforms:

- Obscene, illegal, sexually harassing, threatening or abusive speech
- Nudity in pictures
- Content that promotes, fosters or perpetuates discriminations on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Potentially libelous information
- Any post that affects the safety and security of the Library, its property, patrons and employees or creates a hostile work environment
- Private or personal information, including phone numbers and addresses or requests for personal information
- Any statement by a user under a false name or any falsification of identity
- Comments, links or information unrelated to the purpose of the given post, forum or discussion
- Commercial activity regarding goods/services of any kind
- Spam, viruses, malware or any other destructive program, script or code
- Any postings that would violate the Michigan Campaign Finance Act, the Library Privacy Act or other Michigan or federal laws
- Solicitation of funds
- Any comment, post or other content that violates any person's intellectual property rights, including but not limited to violations of the Copyright Act
- Any information deemed harmful to minors in violation of the Michigan Library Privacy Act
- Any post or question that requires immediate action because the Library does not monitor its social media 24 hours a day
- Any document, information or image that would be considered a Library record that is posted without permission of the patron or person identified in that record
- Multiple posts, off topic posts or repetitive posts that are copied and pasted
- Comments that contain random or unintelligible text
- Any post that violates any Library policy

- Any images, links or other content that falls into the above categories

### **Third Party Usage Rules**

In addition, users are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate federal and state law.

### **Violations and Appeals**

- **Deleted Posts or Comments**
  - The Library reserves the right to delete posts or comments from users who have posted in violation of this Policy. The decision to delete a comment or post cannot be appealed as deleted comments or posts cannot be retrieved.
- **Blocked Users**
  - The Library reserves the right to block users who have posted in violation of this Policy. To the extent the Library has sufficient contact information, the Library may message users who have been blocked to explain the issue and notify the person of the action.
  - Any person who has been blocked has the right to appeal that decision to the Library Director. The appeal should be sent to the Library Director within fourteen (14) business days of the decision to block the user. If the response by the Library Director does not satisfactorily resolve the issue, the blocked user may appeal the decision within thirty (30) business days after receipt of the response to the Library Board.

### **General Complaints**

The Library asks that individual user complaints be sent directly to the Library Director or Manager so that they can be addressed efficiently. Social media is not the mechanism used by the Library to document or address Library user problems and concerns or influence Library policy, procedures or programs.

---

**Approved by the Novi Public Library Board of Trustees:** September 18, 2013  
**Amended:** June 22, 2017; June 27, 2019; September 26, 2024

---