



## SER 19.2

### SOCIAL MEDIA

#### PURPOSE

The Antioch Public Library District provides a variety of programming, informational, and marketing content through multiple social media platforms in compliance with their marketing and communication efforts in keeping with the mission, vision and goals of the Library.

#### GUIDELINES

Social Media platforms of the APLD are for the sharing of Library related events, services, closures or other notices, collections, programs and other Library related content. The APLD Social Media platforms are not intended as a traditional open forum.

Content posted to the APLD Social Media platforms are subject to the Illinois Freedom of Information Act, record retention requirements, and may be subject to e-discovery laws.

#### EXPECTED AND ACCEPTABLE BEHAVIOR

APLD welcomes comments and participation on its Social Media platforms. Commenting is open on all postings. APLD expects participants to follow the same rules and behavior as they would in the physical Library.

APLD reserves the right to remove a comment or block a commenter for any of the following:

1. Discriminatory, obscene, religious, sexual, threatening, abusive or offensive terms targeting specific individuals or groups
2. Posting of personal information such as but not limited to school, age, phone numbers, addresses, etc.
3. Content violating local, state and/or federal law including copyright violations.
4. All commercial and political content
5. Pictures of anyone other than themselves/family not specifically solicited for the purpose of the original post.

#### PRIVACY

Engaging in any of APLD's social media platforms is consent to APLD's right to access, monitor, and read any postings. Comments and posts made to its social media platforms are subject to reposting for Library marketing purposes or shared in the course of conducting Library business. APLD will not collect, sell or knowingly transfer to any third party any personally identifiable information related to social media engagements with the Library.

Adopted 2/28/2023