

# Montana State Library Commission Policy

## Social Media - User

### Purpose

The Montana State Library (MSL) is committed to using current social media. Use of this technology meets a critical business need by providing a venue for shared information resources with our patrons and partners and by providing a means for meaningful two-way communication between patrons, other library users and library staff. This policy governs staff use of these tools for professional purposes.

### Scope

Social media or Web 2.0 technology includes any web applications, both hosted and online, which facilitate an environment for library staff, library users and library partners to share information and opinions about library related subjects or issues. Examples of social media that may be used by MSL include but are not limited to posts to community reviews and patron ratings, wikis, blogs, really simple syndication (RSS) feeds, and social networking sites. Social media managed by MSL provides an online place to create and disseminate information on relevant library content and topics. Social media may be used to educate, discuss, build bodies of knowledge and/or to entertain.

### User interaction

MSL managed social media tools are intended to facilitate communication. Comments, posts and messages are welcome. MSL reserves the right to monitor content before it is published on all of its web 2.0 sites and accounts, and to modify or remove any messages or postings that it deems, in its sole discretion, to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party, or otherwise inappropriate for the service. Examples of content that will be removed by site authors or administrators include but are not limited to:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Copyrighted or plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam

MSL also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary. Notwithstanding the foregoing, MSL 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 content, including comments to MSL social media sites, users acknowledge and agree to the following:

- By making a submission, users consent to its online display
- User submissions to MSL social media may be included in MSL RSS feeds, application programming interfaces (APIs), and republished through other formats including for promotional purposes.
- MSL has the right to send email to registered users about use of the social media

### External content

Social media sites managed by MSL sometimes contain links to content on other World Wide Web Internet sites for which MSL is not responsible. MSL is not responsible for the reliability or accuracy of user generated content or of the content on sites to which MSL social media sites may link. Users use user-generated content and other web content at their own risk.

## **Patron Privacy**

Patrons are encouraged to protect their privacy when participating in online public forums. MSL is committed to protecting patron privacy (see Montana State Library Statement on Privacy and Confidentiality of Library Records). However, patron privacy does not extend to public forums including social media forums where a user may choose to identify him or herself as a patron of MSL. By posting content in a public forum, the user acknowledges that he or she may forfeit any expectation of patron privacy.

A user will be required to create a login in order to post content to any MSL social media. The only identifying information retained will be a user name and password.

## **Indemnification**

By posting content, the user agrees to indemnify MSL and its officers and employees from and against all liabilities, judgments, damages and costs (including attorney's fees) incurred by any of them which arise out of or are related to the posted content. Forums and messaging may not be used for commercial purposes or for organized political activity.

If any user does not agree to these terms, he or she should not use the service, as violation of the terms can lead to legal liability.