

Kelso Public Library

Policy No. 801

Social Media Policy

Purpose of the Social Media Policy

801.1 Social media tools include blogs, wikis, social networks, virtual worlds, and other kinds of online social interaction. The Kelso Public Library (KPL) social media use is intended to create a welcoming and inviting online space where users will find useful, engaging information and can interact with library staff and other users. KPL social media tools provide designated public forum(s) to facilitate the sharing of ideas, opinions, and information about library-related subjects and issues. Comments are monitored by designated library staff and KPL reserves the right to remove comments that are unlawful or unrelated to a forum's purpose.

Policies

801.2 KPL social media use will comply with applicable site and/or platform terms, rules, and guidelines, along with applicable federal, state, and local laws.

801.3 Any KPL-initiated use or posting via social media will be performed by an authorized KPL staff member. Communication by KPL staff using social media in a manner where the public might assume the individual is reflecting the views of the KPL is prohibited without prior authorization by the Library Director.

801.4 The KPL does not endorse the advertisements promoted on any social media site. These advertisements are displayed by vendors and do not express the KPL's views or positions.

Public Comments and Posts

801.5 Comments and postings by library patrons do not necessarily reflect the official position of the KPL or its staff.

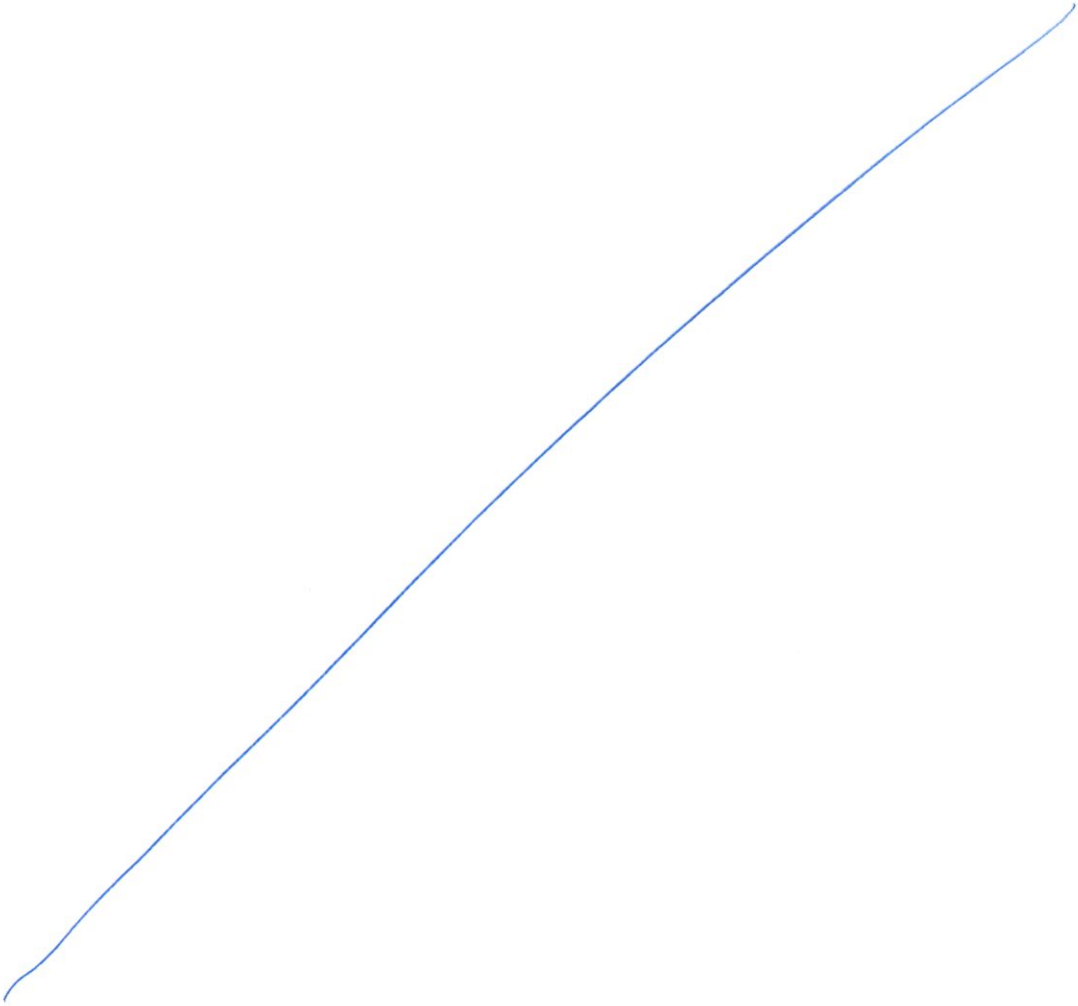
801.6 By designating KPL social media spaces as limited designated public forums, we require that our users stay on topic and abide by the law. The following lists (not exhaustive) prohibited comments to a KPL social media space:

- Harassing, defamatory, libelous, or obscene.
- Specific and imminent threats.
- Contains copyrighted material.
- Comments or hyperlinks unrelated to the content.
- Commercial promotions or spam.
- Organized political activity.
- Duplicated posts from the same individual.
- Photos, images, or other media that fall in any of the above categories.

801.7 Participation in KPL social media services implies agreement with all Library policies, including this policy, the Library Use Policy (101), and the Computer and Internet Use Policy (501).

- 801.8 The KPL is committed to our patron's right to privacy. The KPL reserves the right to remove comments or postings disclosing personally identifying information, including contact information. This could include someone's comment or posting with their own information or someone else's information.
- 801.9 The KPL does not act in place of or in the absence of a parent and/or guardian and is not responsible for enforcing restrictions placed on a minor's interaction with KPL social media.
- 801.10 The KPL does not collect, maintain, or use personal information stored on a third-party social networking site other than to communicate with users on that site. Users should be aware that third party social networking websites have their own privacy policies and should proceed accordingly.

Implementation

- 801.11 KPL staff shall have the responsibility of enforcing this policy. Violation of KPL's Social Media Policy will be reported to the Library Director.
- 801.12 The Library actively seeks public engagement and appreciates adherence to this policy. At the Director's or their designee's discretion, if a violation occurs, KPL has the right to remove any comment at any time without warning or explanation. If this happens, the person whose content was removed has the right to appeal the decision with the Library Director by following the Appeal Process below.
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Appeal Process

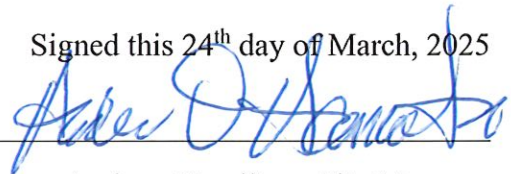
801.13 Participants of KPL social media who have had their content deleted or edited may submit a formal petition to the Library Director to have the decision reviewed. To do this, the participant must submit their appeal in writing using one of the following guidelines:

- Email appeals should be sent to the Library Director's email address which can be found on the City of Kelso's website. The email's subject line must begin with: "Appeal – Social Media"
- Mailed appeals should be addressed to:
Library Director
351 Three Rivers Dr.
Suite 1263
Kelso, WA 98626

801.14 Upon receipt, the Library Director will review the appeal and provide a response via email or traditional mail within 10 business days. The Director may confer with other City of Kelso staff, including the attorney's office, before deciding. If the Director is unavailable, the appeal will be made to the Director's designee using the same procedure.

801.15 If the appeal is upheld, the participant will be responsible for reposting the content.

Signed this 24th day of March, 2025



Andrew Hamilton, City Manager



Erik Moser, Library Director

