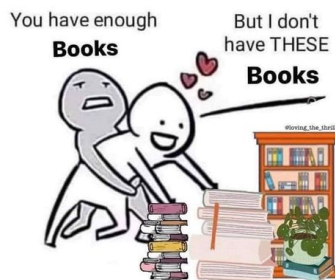


Draft WVLS Social Media Policy

“Social media” is defined by [Merriam Webster Dictionary](#) as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).” The Wisconsin Valley Library Service uses social media primarily to communicate information about services and resources that may be of interest to the WVLS library community, and to engage with area colleagues.

WVLS is committed to using social media to:

- Promote WVLS programs, services and accomplishments
- Announce member library programs and accomplishments
- Announce newsworthy state and national library-related information and trends
- Share humor related to libraries (example below)



Guidelines:

- When posting to the organization’s social media sites staff shall be aware that information/comments they post may be interpreted by viewers as WVLS-sponsored content.
- WVLS posts shall have a professional tone (friendly, sincere, energetic) consistent with the organization’s communication strategy, whether posting original content or when communicating directly with a user.
- Social media content shall be written from the point of view of the “We,” which represents WVLS as a whole and not as an individual staff member.
- Staff members shall refrain from expressing their personal views.

Users of WVLS social media pages/accounts shall not post:

- Graphic, obscene, explicit, violent, or racial comments or submissions, nor comments that are profane, abusive, hateful, or intended to defame anyone or any organization.
- Chain letters or pyramid schemes.
- Content that impersonates someone else.

- Confidential or sensitive personally identifying information.
- Commercial solicitations (ads) or the same post more than once (spam).
- Content to promote, foster or perpetuate discrimination on the basis of gender, race, creed, color, national origin or ancestry, age, disability, lawful source of income, marital status, sexual orientation, gender identity, past or present membership in military service, or familial status.
- Direct or indirect threats against any person or organization.
- Content promoting political purposes, a political candidate, or party.
- Advertise or solicit business for a personal or private business endeavor.
- Information that promotes /endorses or defrauds/defames financial or commercial entities or non-governmental agencies.
- Content that violates any federal, state, or local law or encourages illegal activity.
- Content that violates any existing copyrights, trade secrets, or legal ownerships.
- Content that may compromise the safety or security of the public, the State, infrastructure, or private systems, including criminal or civil investigations.
- Links to malicious or harmful software.
- Content unrelated to the original topic.

WVLS social media accounts are not public forums. All interactions on its social media are routinely monitored and reviewed for content and relevance. WVLS reserves the right (but is not obligated) to do any or all of the following:

- Edit or delete any communications posted, regardless of whether such communications violate the guidelines and criteria above.
- Remove communications that are abusive, illegal or disruptive, or that otherwise fail to conform with this policy.
- Terminate a user's access to the comment feature upon any breach of these guidelines.