

Pacific Northwest Library Association Social Media Policy

Purpose: Pacific Northwest Library Association endorses the use of carefully chosen social media tools as an important enhancement to communication, collaboration and information exchange between the board, association members and the general public. Social media use by associations can provide streamlined, cost-effective marketing and outreach, as well as foster a sense of community between the association and its members, and present interesting, relevant content, just as in other library curatorial efforts.

Definition:

Social media is defined as any web applications, site or account that facilitates the sharing of ideas, opinions and information about library related subjects and issues, including the PNLA website.

Disclaimer: The opinions expressed do not necessarily represent those of the Pacific Northwest Library Association.

Commitment to accurate information, intellectual freedom

Employer manuals: PNLA reps will be expected to abide by their own employer handbook regarding social media usage or promotion of.

While PNLA has a commitment to intellectual freedom, free speech and accurate information, administrators should refrain from content including but not limited to:

- Obscene or racist content
- Personal attacks, insults or threatening language
- Potential libelous statements
- Plagiarized material
- Private, personal information published without permission
- Comments unrelated to the content of the forum
- Hyperlinks to materials which is not directly related to discussion
- Photos or other images that fall into any of the above categories
- Commercial promotions or spam

POLICY:

Social media tools employed by the Association will be selected to enhance or provide more cost-effective means to deliver such association services and functions as:

- Community outreach, marketing and publicity
- Advocacy and Education of the community in the importance and role of libraries.
- Advertisement of conferences, calls for volunteers, submissions for publication and other opportunities available through the Association
- Additional association uses that may be explored or expanded upon as deemed reasonable by the board.
- Support and interact with community library partners and events
- Share interesting and relevant content

Public Terms of Use:

PNLA has no affiliation with any advertisements or other material posted by third party sites or software. PNLA social media sites are for individuals to discuss things related to PNLA, our community and other topics of relevance to PNLA's members.

By choosing to comment on PNLA social media sites, including the PNLA website, individuals agree to these terms:

Comments are moderated by PNLA board members, and PNLA reserves the right to not post or to remove comments that are unlawful or off-topic as determined in its sole discretion, including, but not limited to:

- Plagiarized material
- Off-topic comments
- Commercial material/spam or solicitations
- Duplicate posts from the same individual
- Impersonation of another person or posting of someone's private information
- Profanity, hate, political statements
- Any efforts to intimidate, harass, personally attack or defraud another
- Any disruptive or overly excessive postings
- Posting meant to further illegal activity
- Sexual content or links to sexual content
- Statements that ridicule, malign, disparage or otherwise express bias against any race, religion or any group or individual
- Content that reveals private, personal information without permission
- Copyright violations
- Information that may tend to compromise the safety or security of the public
- Images, executable programs or any non-textual content

Persons who repeatedly violate these terms may be barred from further postings.

All comments are public records, and as such, are subject to public records laws and records retention schedule. Commenters are urged to protect their privacy. Comments should not post personally identifying information, including but not limited to: school, age, phone number, address, library card number. The PNLA Board is responsible for establishing administrative procedures necessary to carry out this policy. The Association will make a good faith effort to implement this policy in a fair and consistent manner.