

Social Media Policy

Purpose

The Crystal Lake Public Library (CLPL) uses its social media channels to connect with the community and promote its services and resources in pursuit of the Library's mission. In addition, the CLPL may use social media to highlight its connection with community partners and members.

This policy is not intended to restrict communications or actions protected or required by state or federal law.

Rules and Guidelines for Engagement with the CLPL's Social Media

The CLPL does not endorse any content except that which is created by library staff in their official capacity. All posts, likes, tags, etc. made by anyone other than CLPL staff do not constitute approval or endorsement by CLPL of the ideas, issues, content or material(s) posted.

All posts are monitored regularly and reviewed for content and appropriateness by CLPL staff and administration. The CLPL reserves the right to remove any messages, tags, or posts that violate this policy or applicable law.

All content posted on CLPL social media sites is subject to the Illinois Freedom of Information Act (FOIA) and the State of Illinois record retention laws.

The CLPL reserves the right to reproduce photos and posts submitted to its social media sites.

By engaging with the CLPL's social media channels, all users and/or posters of material ("Party" and/or "Parties") represent, acknowledge and agree that:

- They are the owners and/or original creators of all posted material(s) and are not infringing or violating any intellectual property rights of anyone else, e.g., copyright(s), trademark(s), trade secret(s), etc.;
- They forever release and discharge the CLPL, its Trustees, Staff, Officers, Agents, and Employees from any and all claims, causes of action, losses, or damages arising out of or relating in any way to the Party's use of or participation in the CLPL's Social Media channels; and
- They will indemnify and defend the CLPL, its Trustees, Staff, Officers, Agents, and Employees and hold them harmless from any and all claims, causes of action, losses or damages arising out of or relating in any way to the Party's use of or participation in the CLPL's social media channels.

Prohibited Content

Posting any of the following content to the CLPL's social media channels is prohibited and will be removed:

- Comments, hyperlinks and/or posts that are non-topical and/or not germane to the underlying subject matter of the original post;
- Comments or posts about individual library staff members or other patrons;
- Hate speech;
- Intellectual Property right violations, e.g., copyright(s), trademark(s), trade secret(s), etc.;
- Abusive, harassing, and/or threatening materials or language that promote, are intended to, or likely to incite violence or engage in other illegal activity;
- Private, personal, and/or confidential information, e.g., license plates, phone numbers, addresses, email addresses or employment information;
- Obscene materials and/or any other illegal materials or activity;
- Child pornography;
- Libelous materials or comments;
- Duplicate submissions;
- Commercial material(s) and/or spam;
- Advertisements for the sale of goods or services, charitable submissions, or solicitation for donations, memberships and/or services;
- Religious worship services and/or proselytizing;
- Political campaigning and/or posting materials advocating for or against any candidate(s) or ballot measure(s);
- Misappropriation of CLPL or CLPL staff identity.