



# Social Media

Last modified JULY 16 2025

The Rowan County Public Library (“the Library”) maintains and makes accessible to patrons and community members various social media accounts on diverse platforms. Use of and/or interaction with any and all of these accounts shall be subject to both this policy and to any policy pertaining to acceptable behavior, conduct, or actions within Library facilities and on Library premises, as well as all other relevant policies and/or procedures, including but not limited to the Library’s Acceptable Behavior Standards, Trustee and Employee Ethics, Employee Social Media, Harassment, and Internet Usage policies.

## PURPOSE

The Library uses social media in many forms, based on current online engagement trends and at the discretion of the Communications Manager, and/or as directed by the Executive Director. Relevant Library staff maintain and edit the content of Library social media accounts to comply with Library policies and procedures. Library social media is intended to create a welcoming virtual space wherein patrons and community members may find useful and/or entertaining information and opportunities to interact with the Library and its followers.

## DEFINITIONS

Applications and interpretations of this policy shall use the following definitions:

- “Social media” is defined as any web application, website, or account used by the Library to facilitate the sharing of opinions, information, and/or humor regarding library-related subjects, topics, and issues.
- “Social media” should be understood to include any facility for online publication and/or commentary, such as blogs, wikis, and social networking platforms including, but not limited to, Facebook, Instagram, Bluesky, TikTok, YouTube, and/or Spotify.
- “Social media” should be understood *not* to include the Library website, which may be maintained, monitored, and/or edited according to other relevant policies and/or procedures. The Library website shall be the exclusive domain of the Library with regard to content and method of delivery, within all applicable Federal, State, and local laws.



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- “Post” should be understood to include any comment, question, or other form of engagement with Library social media, excluding direct messages and emotive reactions such as, but not limited to, those incorporated by Facebook.

## POLICY

The Library uses social media tools to encourage community involvement and to create a dialog between the Library and its patrons regarding library services, resources, partnerships, events, and programs, and/or relevant community information including, but not limited to, announcements by local government and/or law enforcement regarding area emergencies and disaster preparedness.

The Library does not endorse the advertisements of any business, organization, or institution other than the Rowan County Public Library that may be promoted on any form of social media.

## Public Commentary & Posts

Library social media is monitored by Library staff, as described herein. Posts and direct messages are permitted on Library social media accounts only if they conform to this policy and to the Library's Acceptable Behavior Standards policy. All interactions shall be monitored and reviewed for content and relevance; the Library reserves the right to remove, hide, or edit interactions that violate these and/or other relevant policies at any time.

By commenting, posting, and/or otherwise interacting with Library social media accounts and/or content, users agree to the Library's Acceptable Behavior Standards, Harassment, and (where applicable) Internet Usage policies. All content shared to or maintained on Library social media accounts is subject to relevant Library policies and/or procedures, including but not limited to marketing and public relations procedures and the current Library branding standards manual.

Individuals and/or organizations who violate this policy and/or the Library's Acceptable Behavior Standards policy may receive a warning or be blocked and/or banned from any or all Library social media accounts at the discretion of the Communications Manager or Executive Director. Any person wishing to contest a block or ban must do so in writing, addressed to the Executive



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Director, by submitting a Request for Reconsideration of Social Media Ban Form (Appendix A). The contested block or ban will remain in effect or be lifted at the discretion of the Executive Director, and any such decision shall be final. Where necessary and appropriate, individuals and/or organizations found to be in severe violation of either policy may also be banned from Library facilities and/or premises, and authorities may be contacted.

In addition to the Library's Acceptable Behavior Standards and/or other relevant policies as described herein, the rules for interacting with Library social media accounts and/or content shall be as follows:

- Stay on topic. All posts and/or direct messages should be library-related.
- Duplicate posts and/or direct messages from the same individual may be deleted.
- False information will be deleted.
- Do not include personal information about yourself or others.
- The Library is not responsible for user-generated content. A post, direct message, or emotive reaction is the opinion of the user only. Publication of a post does not imply endorsement or agreement by the Library.
- Spam and commercial content will be removed. The Library will remove posts or direct messages used for campaigns, for political, religious, and/or commercial purposes, and/or for soliciting funds. Gratuitous links to external websites and/or applications will be viewed as spam and will result in removal of any and all such comments. Spam posted to or shared with Library social media accounts will be reported to the relevant social media platform or authorities, as appropriate.
- No individual or organization should post any content to which they do not hold the appropriate rights. The Library follows a notice-and-takedown procedure for complaints of copyright violation under the Digital Millennium Copyright Act (DMCA). Pursuant to this, any and all content identifiable as AI-generated will be removed. Users should be aware of copyrighted and trademarked material and should not post or otherwise share information, intellectual property, logos, trademarks, and/or imagery protected by copyright and/or trademark laws without permission of the copyright or trademark holder.



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- Posts and/or direct messages containing offensive, obscene, threatening, or abusive language and/or hate speech are strictly prohibited and will be reported and/or deleted. Individuals are fully responsible for libelous and/or defamatory content.
- No harassment, stalking, or abusive or unlawful behavior shall be tolerated, and such content will be reported and/or deleted.
- No personal attacks upon, harassment of, or belittlement of Library staff shall be tolerated, and such content will be reported and/or deleted.
- Users may report concerns. Administrators of Library social media accounts will respond to those concerns as soon as possible.
- By submitting content to the Library's social media accounts, the participant grants permission for the Library to use their name, photo(s), and other elements of that content without compensation from or liability on behalf of the Library.

## Responses to Public Commentary & Posts

The Library has a designated team of social media administrators (including the Communications Manager, attendant marketing and public relations staff, and other staff members assigned to specific social media platforms and/or accounts as described in relevant marketing and public relations procedures) who are responsible for monitoring and responding to public posts and direct messages. These administrators respond to such Monday through Saturday (except during holiday closures, staff in-service and training sessions, and/or emergency closures) between 9am and 7pm. Administrators with scheduled work hours outside of these Library operational hours may also, at their discretion and as appropriate, respond during those work hours.

A response to any public post or direct message should not be expected sooner than 24 hours from the time of posting.



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## Implementation

It shall be the responsibility of the Library's Communications Manager, marketing and public relations staff, and Executive Director to enforce this policy. Other Library staff with access to or administrative privileges over any Library social media account, as described in relevant Rowan County Public Library marketing and public relations procedures, shall likewise be responsible for appropriately assisting with the enforcement of this policy.

Pursuant to this policy, the Library shall display on its website the following disclaimer wheresoever Library social media accounts are advertised or linked:

### Disclaimer

Communication through RCPL-related social media is considered a public record under KRS 171.410(1) and is managed under the terms of the Library's social media policy, available **here**.  
[LINK]

Any posting to these social media pages may be subject to disclosure to third parties. The Rowan County Public Library reserves the right to address or remove any posts or comments at its discretion. RCPL has not evaluated and does not endorse any products advertised or opinions expressed on these pages.



## Appendix A: Request for Reconsideration of Social Media Ban

Social Media Platform:

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URL of Original Post:

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Request Initiated By:  
(Please print name.)

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Your Username or  
Handle (if different):

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Address:

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Telephone:

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Email Address:

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What type of content led to your block or ban? (Specify text or image and whether your content was a reply on a Library post or a direct message to a Library social media account.)

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Please briefly explain why you are contesting/appealing this social media block or ban.

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Signature:

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Date:

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**Please be sure that this request is fully completed and signed.**