

Social Media Policy

Policy Statement:

Alameda County Library (ACL) uses social media as a tool to create a welcoming online space where library users can find useful information and resources and can communicate with library staff and other users. ACL is committed to a social media presence that reflects our core values of integrity, respect, and providing opportunities and resources for lifelong learning. This policy governs the publication of and commentary on official ACL social media sites including, blogs and social networking sites such as Facebook, Twitter, Instagram, Flickr, Pinterest, and YouTube. This policy is in addition to existing privacy policies regarding the use of the internet.

Social Media Definition:

For the purposes of this policy, social media refers to community created content sites such as blogs, photo-and video-sharing sites, and wikis, including but not exclusively, YouTube, Facebook, Twitter, Flickr, Pinterest, Instagram, and others. This is content created by ACL and maintained by staff.

User-Generated Content:

Comments, posts and messages are welcome on the ACL social media sites. While the library recognizes and respects differences of opinion, all such interactions will be regularly monitored and reviewed for content and relevancy.

ACL's social media sites are moderated online discussion sites and not public forums. ACL reserves the right to review, edit, move, or delete any comment, message, or post placed on any of our social media sites, at our sole discretion and without notice. Any content which contains the following will be removed and the user may be barred from posting any subsequent content to ACL social media sites.

The following is not allowed:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized or pirated content
- Private, personal information published without consent
- Comments or hyperlinks unrelated to the content of the forum
- Commercial promotions or spam
- Organized political activity
- Photos or other images that fall in any of the above categories

Terms of Use:

Users are solely responsible for their comments, messages, posts, and any information they provide on the ACL social media sites.

Any information or material placed online, including advice and opinions, are the views and responsibility of those users making the comments and do not necessarily represent the views of the library. ACL does not endorse, sanction, encourage, verify, or agree with the comments, opinions, or statements posted on any of its social media sites. You agree that ACL assumes or has no responsibility or liability with respect to any information or materials posted by others.

By submitting comments, messages, posts, or engaging in any form of communication on ACL social media sites, you agree to the above rules and grant ACL a royalty-free, non-exclusive, unrestricted license to use, reproduce, publish, distribute, publicly display, publicly perform, create derivative works from, and distribute such communications and/or ideas in any form or medium.