



SOCIAL MEDIA POLICY

Purpose

The Custer County Library recognizes social media as a valuable tool for communicating with the public, promoting library resources and services, encouraging community engagement, and supporting the library's mission. Official library social media accounts are intended to provide timely information and encourage community engagement.

Official Library Accounts

Official social media accounts are established and managed by the library. The library director is responsible for authorizing library social media accounts and may designate staff to administer or contribute content on behalf of the library.

The library reserves the right to establish, modify, suspend, or discontinue any social media platform as operational needs, community engagement, or technology changes.

Public Participation

The library welcomes comments and participation on its social media platforms. Social media accounts are intended to encourage discussion related to library services, programs, collections, and other library-related topics.

Comments and opinions expressed by members of the public do not necessarily reflect the views of the Custer County Library, its Board of Trustees, or its staff. Likewise, the library's use of features such as "following," "liking," "sharing," or similar interactions does not constitute an endorsement of individuals, organizations, products, or viewpoints.

Content Moderation

To maintain a welcoming and productive online environment, the library may hide, remove, or otherwise moderate content that:

- Contains obscene, profane, or threatening language
- Harasses, bullies, or targets individuals or groups
- Encourages or promotes illegal activity
- Contains spam, commercial advertising, or repetitive posts

- Violates copyright or intellectual property rights
- Reveals confidential, private, or personally identifiable information
- Is substantially unrelated to the purpose of the library's social media platform or otherwise disrupts constructive participation

Moderation decisions shall be based on the content or behavior of a post, not on the viewpoint expressed. The library may restrict or block users who repeatedly violate this policy or engage in behavior that substantially interferes with the intended use of the library's social media accounts. Individuals with questions or concerns regarding the library's social media accounts are encouraged to contact the library director.

Accessibility

The library strives to make reasonable efforts to ensure its social media content is accessible, consistent with applicable accessibility standards and best practices, whenever practical and feasible.