

# Dauphin County Library System

## Web Site and Social Networking Policy

Adopted by the Board of Trustees  
October 19, 2010

The Dauphin County Library System (DCLS) provides a web site that is an extension of its public services and supports its mission to promote literacy and provide resources and services for information, education, and recreation. The DCLS web site is not intended to be open as a full or partial public forum.

The DCLS web site's primary service area is Dauphin County residents and taxpayers. The DCLS Community Relations Department and members of the DCLS staff participate in the development and maintenance of the web site, which is overseen by the DCLS Web Site Manager. Each contributing party is responsible for providing links that meet the criteria listed below. All web site pages and content are published in accordance with the DCLS Brand Standards Manual.

The web site may include links to public interest information from non-profit organizations, educational institutions and government agencies, especially those unique to the local community. The web site may also include links to business and financial partners, including sponsors, Internet research tools or to sites that facilitate the public's access to commonly needed ready reference information. Links to business or financial partners, or commercial web sites must be reviewed and approved by the Community Relations Director. Links to a commercial web site may be made when the library system has determined that sufficient authoritative information of interest to the public is available at no charge and a comparable non-profit, educational or governmental agency resource is not available.

Links placed on the web site must meet the following criteria:

1. Sites should originate from the creating or responsible institution, not a third party.
2. Material should be up-to-date, preferably with a creation or revision date and contact email address available.
3. Information should be verified if the source is unknown.
4. Sites maintained by individuals should be closely monitored.
5. When dealing with controversial topics, sites with differing points of view should be provided whenever possible.
6. Sites should be examined and re-evaluated regularly for the quality and validity of information, access, design and currency of content.

The DCLS Web site Manager will run link-checking software regularly to ensure that the links remain active and viable. Contributors will review links and content in accordance with a schedule agreed to by the DCLS Marketing Committee and sites that no longer meet the needs of library customers or no longer meet the selection criteria will be removed.

Customer complaints or concerns about site content will be handled under the Request for Reconsideration guidelines of the DCLS Collection Development Policy.

## **Social Networking Sites**

DCLS sponsors staff and guest blogs, wikis, photo sharing, video sharing, tagged web sites and other social networking sites to further its mission to meet the cultural, educational and information needs of Dauphin County library users and residents. DCLS sponsored sites are also a place for the public to share opinions about library related subjects and issues. Comments are welcome and will be reviewed prior to or immediately subsequent to, publishing.

## **Social Networking Acceptable Use**

The goals of the DCLS sponsored social networking activities are:

- To increase public access to and awareness of library services;
- To promote the value and importance of the DCLS services among governing officials, civic leaders, and the general public; and
- To maintain open, professional and responsive communications with members of the public and the news media.

Information publicly posted by DCLS will be professional and reflect positively on the library system, its staff, volunteers and services. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar before publishing any posts.

The Dauphin County Library System reserves the right not to publish any posting, or to later remove it.

## **Comments from the Public**

Where moderation of comments is an available option, comments from the public will be moderated before posting by DCLS designated staff editors. The Dauphin County Library System reserves the right to modify or remove any messages or posting that it deems, in its sole discretion, to be abusive, obscene, defamatory, in violation of the

copyright, trademark or other intellectual property rights of any third party, or are otherwise inappropriate.

The Dauphin County Library System also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary.

Notwithstanding the foregoing, the Dauphin County Library System is not obligated to take any such actions, and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the service.

By posting a comment, individuals agree to indemnify the Dauphin County Library System, its officers and staff from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to the content posted by customers. Forums and messaging may not be used for commercial purposes or for organized political activity.

If an individual does not agree to these terms, the individual should not use the Dauphin County Library System sponsored sites, as a violation of these terms may lead to legal liability.

Adapted with permission from the Cumberland County Library System