

XXI. Social Media Policy

Social media, understood to be any web-based interactive forum, can be an important part of library marketing and information outreach efforts. Library staff and patrons are encouraged to engage via social media, to share or respond to library-related information or events and to develop and expand the library's virtual community. The Forest Lodge Library's social media posts should be positive in tone and should reflect the values and viewpoint of the library and serve the library's mission and vision.

Principal postings made on behalf of the Forest Lodge Library will be generated by the Library Director or their designate. The Library Director or their designate may remove objectionable content as defined below. Library staff shall be expected to guard patron privacy and respect the confidentiality of patron information in this forum as in all others.

Attempts to engage with patrons via social media should be restricted to sharing of information, invitations to enter local contests or comments on authors, titles or films and should not solicit private patron information.

The library is not responsible for the content of posts made by third parties and such posts do not reflect the positions of the library or its staff.

Complaints or negative/critical comments about the library should be engaged with, not deleted, although it is acceptable to move that discussion to a private venue, such as a messaging app, where the patron's issue may be discussed more fully. Such comments should be brought to the attention of the Library Director and patrons with complaints should be encouraged to communicate with the Library Director about them.

The Forest Lodge Library requests that staff or patrons posting comment on Forest Lodge Library managed social media sites follow these guidelines:


- Use good judgment.
- Distinguish between fact and opinion.
- Aim for accuracy and always offer attribution for facts or quotes.
- Respect the opinions of others.
- Remember that there is no such thing as a private posting.

The Forest Lodge Library reserves the right to remove from any social media site owned or operated by the library content that is not protected by the First Amendment or is:

- Obscene, racist or in any way discriminatory.
- A personal attack, insult or threat.
- A commercial promotion, religious or political proselytization, or contains hyperlinks unrelated to the forum.
- Personal or private information about any patron, without their specific consent or the consent of a parent or guardian, if a minor.
- Legally questionable.

Submission of content to any site or forum owned or operated by the Forest Lodge Library shall constitute acceptance of guidelines and agreement to indemnify FLL and/or the Towns of Cable and Namakagon, their employees and officers, from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred which may arise out of or are related to posted comment.

Adopted: November 8, 2023

Board President: 
Laurie St. Aubin-Whelihan

To be reviewed: every two years

Review dates: December 2025