



KENOSHA PUBLIC LIBRARY

SOCIAL MEDIA POLICY

The Board of Trustees of the Kenosha Public Library adopts and makes public the following written policies.

KPL Social Media Media Policy

The Kenosha Public Library uses social media as a virtual space welcome to all. Social media is used to share the library's story, market its programs and services, and serve as a channel for public announcements. Kenosha Public Library is committed to maintaining accuracy, objectivity, and impartiality with communicated information.

Kenosha Public Library adopts the following guidelines and policies as it pertains to the library social media channels.

The Policy applies to all Kenosha Public Library social media accounts unless otherwise provided in writing by the Library Director.

Definitions:

- Social Media Accounts: may include, but are not limited to the following platforms: Facebook, Instagram, X (formerly Twitter), TikTok, Snapchat, YouTube, any other social media platform created before or after the implementation of the policy.
- Social Media Communications: means all digital communication on a Social Media Account where an Authorized User types, dictates, or otherwise enters a message and it is posted for members of the public to read. "Posts" encompasses all proprietary terms for making the message public, ie; Tweet, Snap, etc.
- Authorized Users: means all Library employees, delegates, or contractors who communicate with members of the public via Social Media Accounts in the course of their duties, whether this is a stated or unstated responsibility. This term does not mean Library employees, delegates, or contractors using personal social media accounts unrelated to their employment with the Library

Authorization:

- No Social Media Account shall be created without the authorization of the Library Director.
- Only authorized users will be given credentials, including but not limited to usernames, passwords, and authentication procedures, to log in to the Social Media Accounts. A Kenosha Public Library email address should be linked to all authorized user accounts.
- The Marketing and Communications Manager shall keep a list of authorized users of Social Media Accounts.
 - This list will be maintained regularly by the Marketing and Communications Manager and available to the Library Director on request.
 - Any authorized user who is no longer employed by the Library shall be promptly removed from the list by the Marketing and Communications Manager.
 - Any authorized user who is no longer employed by the Library shall lose authorized user status.

- At this time, the password for the Social Media Account(s) shall be changed and the new password will be given to the remaining authorized users.

Use of Social Media Communication

- Social Media Communication is not to be used as a public forum and usage of Social Media Communication is not intended to create a traditional, designated, or limited public forum. The Library intends for its Social Media Accounts to be non-public forums in alignment with the City of Kenosha's Social Media Policy.
- Nobody besides an Authorized User may post on a Social Media Account. For clarity, this rule prohibits anyone other than an Authorized User from uploading comments, photos, videos, or anything else regardless of its nature on a Social Media Account.
- If available in social media platform settings, comments will be prospectively turned off. If unavailable in platform settings, all comments will be turned off promptly after posting.
 - If comments cannot be turned off, the social media platform cannot be used as a Social Media Account.
 - Any and all questions, comments, or concerns should be directed to Kenosha Public Library on its website at <https://mykpl.info/contact-us/>.
- Authorized users shall not:
 - Block any user, hide or delete any comments except as authorized in this policy, or take any action that would restrict a user of a Social Media Account from seeing Social Media Communications.

Social Media Records Retention

KPL social media accounts are subject to open records law. Posts made to library social media accounts are archived and stored for a minimum of 7 years unless otherwise stated in adopted State of Wisconsin retention schedules or Kenosha Public Library Open Records Policy.