



JOHNSON CREEK
— PUBLIC LIBRARY —

Social Media Policy

Purpose

The purpose of the Library's social media accounts is to further advance the Library's mission to fulfill the educational, informational, cultural, and recreational needs of all citizens in the Village of Johnson Creek and the surrounding area. These guidelines provide staff with the tools necessary to manage successful social media accounts and to deliver a high level of online customer service while communicating and connecting with Library users.

The Library recognizes that there are a variety of ever-evolving platforms, including online forums, websites, blogs, email, and social networking sites. The term "digital forum" is used in this policy to encompass all digital platforms, both current and future.

Accounts

Any digital forum representing the Library will be maintained with a high professional standard. Every effort will be made to create unique and engaging content for each account whenever possible. All official Library social media accounts must be authorized by the Library Director. The Library Director has the authority to suspend or terminate any social media account at any time. Account login credentials will be maintained in a secure and accessible location for administrative continuity. When possible, at least two staff members should have administrative access to each account.

Content

Posts, information, and content should inform the public about Library programs, services, collections, and resources. Content may also promote libraries in general, reading, literacy, community engagement, and local events when appropriate. The Library will actively encourage community interaction by soliciting user responses and by posting photos, videos, and other dynamic content. In general, the Library will not post materials on behalf of other organizations. However, posting information about joint programs or partnerships is encouraged. Social media posts, as with all promotional materials, should be positive in tone and reflect the values and viewpoints of the Library rather than those of individual staff members. Graphics, photos, and/or videos should be included whenever possible to increase visual interest and engagement. All content should comply with applicable copyright, privacy, and public records laws.



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Prohibited Content

No content or links involving or related to the following will be posted on the Library's social media accounts:

- Items involved in litigation or with the potential to be litigated in the future
- Nonpublic or confidential information of any kind
- Illegal or banned substances or encouragement of such activity
- Explicit sexual content
- Defamatory, libelous, offensive, or demeaning material
- Profane or obscene language
- Plagiarized material or content that violates legal ownership or copyright
- Content that promotes, fosters, or perpetuates discrimination based on race, creed, color, ancestry, national origin, age, gender, disability, arrest or conviction record, marital status, sexual orientation, military service, or the use or nonuse of lawful products outside the workplace
- Private or personal matters of staff, patrons, or community members
- Disparaging or threatening comments about any individual or organization
- Personal, sensitive, or confidential information of any kind

Public Comments and Moderation

The Library's social media accounts are considered limited public forums for community engagement. The content of these accounts is considered a public record and will be retained in accordance with Wisconsin public records laws. The Library is not responsible for the content of posts made by third parties. Comments will not be permanently deleted solely because they express differing viewpoints.

The Library reserves the right to hide or remove third-party content that includes:

- Spam or repetitive postings
- Advertisements or solicitations
- Unauthorized sales or promotions



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- Obscene or profane language
- Defamatory or threatening statements
- Content that violates this policy or the Library's Code of Conduct

Users who repeatedly violate this policy may be blocked from the Library's social media platforms.

Photography and Privacy

Photographs and videos may be taken at Library programs and events for promotional purposes. Signage will be posted to inform the public when photography or recording is taking place. The following disclaimer is posted with each library event on johnsoncreeklibrary.org:

Photo Permission

Staff often take photos or videos during Library classes, programs, and events. The Library may use these photos/videos for publicity in print, on social media, and on our website. If you do not want a photo/video of yourself or your child taken, please inform the person in charge immediately prior to the event taking place.

Staff Responsibilities

Only authorized staff may post on behalf of the Library. Staff managing social media accounts should monitor platforms regularly and respond to inquiries in a timely and professional manner. Personal opinions should not be expressed when representing the Library. Staff should refer complex or sensitive inquiries to the Library Director.

Disclaimer

The following disclaimer should be included, when possible, on the Library's social media profiles:

The Johnson Creek Public Library's social media accounts are intended to serve as limited public forums. The Library reserves the right to hide or remove comments that violate its Social Media Policy or Code of Conduct Policy. Content posted by third parties does not reflect the views of the Library.

Johnson Creek Public Library Board of Trustees

Reviewed by legal counsel for compliance with relevant local, state, and federal laws as of April 27, 2026

Approved May 19, 2026