Dearborn Public Library Social Networking Policy
May 2010

Mission:

The Marketing Mission of the Dearborn Public Library is to inform every segment of the community about the services, resources and activities provided by the library and to encourage their fullest possible utilization. In keeping with this mission, social networking provides avenues to reach and inform citizens of current library services, programs and resources.

Definition:

Social software is any web application which allows users to share information. Social software can include blogging, instant messaging, social networking sites and wikis. Many social networking sites allow users of those sites to become a "friend" or "fan" and would associate their own virtual presences with the library's profile on these sites. Examples of such sites are Facebook and Twitter.

Public Posts and Comments:

An original post is content generated on Dearborn Public Library's social working sites by designated library staff only. Requests to add content can be forwarded to designated staff.

Examples of Content to include:

- Notice of upcoming events
- New services or information for the public
- Relevant City Communications
- Changes in service
- Relevant links
- Photos and video
- Publicity/Marketing for ongoing services
- Contest or quizzes

All fans can add comments, but all content will be moderated by Dearborn Public Library social networking administrators. By posting any comments, the user agrees to indemnify the Dearborn Public Library and the City of Dearborn from and against all liabilities; damages and costs incurred which arise out of or are related to the posted content.

Comment Guidelines:

- Comments posted should be relevant to the topic under discussion
- Comments that are obscene, racist, personal attacks, insults, containing profanity or threatening language will be removed
- Comments containing private or personal information, commercial in nature, or otherwise not in keeping with the scope of Dearborn Public Library's mission and Public Computer Acceptable Use Policy will be removed
- Commercial promotion or spam will be removed
- Photos or images that fall into the above categories

The Dearborn Public Library reserves the right to edit or remove any comment or postings for space or content. After a warning for inappropriate comments, the Dearborn Public Library reserves the right to permanently block a fan from the site.

A copy of this policy will be available on www.dearbornlibrary.org and any official social networking sites utilized by the library on its "official page".

Disclaimer:

As with other resources, the library does not act in the place of or in the absence of a parent and is not responsible for any restrictions which a parent may place on a minor's use of this resource.

The library does not collect, maintain or otherwise use the personal information stored on any third party site in any way other than to communicate with users on that site. Users may remove themselves at any time from the library's "friends" or "fan" lists. Users should be aware that the third party websites have their own privacy policies and should follow these policies accordingly.

Sites that are linked to the Library site are not monitored by the library staff. The Library does not endorse any information, opinions, services, graphics or advertisements available for viewing on the Library site.