

FLATHEAD COUNTY LIBRARY MEDIA COMMUNICATION POLICY

PUBLIC POSTINGS

Flathead County Library utilizes social media and online platforms for informational, educational, cultural, and recreational purposes. These platforms serve as public forums to facilitate the sharing of ideas, opinions, and library-related information between Library staff and users.

While Library staff moderate discussions, comments and posts by the public do not necessarily reflect the official position of Flathead County Library or its staff.

PRIVACY & USER RESPONSIBILITY

- The Library does not collect or use personal information from third-party social media sites beyond communicating with users unless explicit permission is granted.
- Users should review third-party privacy policies before engaging with Library social media.
- To protect privacy, especially for minors under 18, users should not share personal details such as last names, schools, ages, phone numbers, or addresses.
- Parents and guardians are responsible for their child's use of Library social media.

CONTENT MODERATION & REMOVAL

Flathead County Library reserves the right to monitor and remove any content on its social media platforms, including:

- Copyright violations or off-topic comments
- Commercial advertisements, spam, or duplicate posts
- Obscene, threatening, libelous, or inappropriate content
- Photos or images deemed unsuitable for public viewing

Flathead County Library may also remove its account or profile from social networking sites at any time.

LEGAL & POLICY COMPLIANCE

By posting on Library social media pages, users agree to indemnify Flathead County Library, its Board, and staff against any legal claims, damages, or costs related to their content. Library forums and messaging may not be used for commercial promotions or political campaigns. Violating these terms may result in legal action or restriction from Library social media.

FLATHEAD COUNTY LIBRARY STAFF POSTINGS

The Flathead County Library Board of Trustees recognizes social media as a valuable marketing and outreach tool for promoting Library programs, events, and services. The Library uses social media to:

- Advertise and promote Library events
- Share community and Library-related news
- Recommend books and highlight new arrivals
- Share creative ideas relevant to Library programming
- Engage with users through relevant likes and shares

POSTING GUIDELINES

- Only Library Director-approved staff may post on official Library social media accounts.

- Posts must relate to Library services, programs, or local community events.
- Staff may not share links to potentially malicious sites.
- Photos with identifiable faces require written permission filed with the Library Director.
- Posts must be free from profanity, nudity, political content, discriminatory language, threats, or obscene material.
- No discussions of past or ongoing Trustee actions, conflicts, or policies may be posted without approval from the Director and Board of Trustees.

TIME & USE RESTRICTIONS

- Authorized staff should only use Library social media for Library-related purposes.
- Excessive or personal use during work hours may result in disciplinary action.

TRADITIONAL MEDIA (NEWSPAPER, TV, RADIO)

All the above policies also apply to Library communications through newspapers, television, and radio.

Adopted: 5/26/2022

Revised: 3/27/2025

Dave Ingram, Chair
Library Board of Trustees