

FLATHEAD COUNTY LIBRARY MEDIA COMMUNICATION POLICY

PUBLIC POSTINGS

Flathead County Library utilizes social media and online platforms for informational, educational, cultural, and recreational purposes.

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 are encouraged to review third-party privacy policies before engaging with Library social media.
- To protect privacy--especially for minors under 18--individuals should avoid sharing personal information such as last names, schools, ages, phone numbers, or addresses.
- Parents and guardians are responsible for their children's use of Library social media platforms

CONTENT MODERATION & REMOVAL

Flathead County Library reserves the right to monitor and remove any content on its social media platforms that includes, but is not limited to:

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

The Library may choose to remove its accounts or profiles from social networking sites at any time. The Library reserves the right to disable access to forums and messaging features on social networking sites at any time.

LEGAL & POLICY COMPLIANCE

- By posting on Library social media spaces, users agree to indemnify Flathead County Library, its Board, and staff against any legal claims, damages, or costs arising from their posts or activity.
- Library forums and messaging services may not be used for commercial promotions or political campaigns.
- Violations of these terms may result in removal of content, legal action, or restriction from Library platforms.

FLATHEAD COUNTY LIBRARY STAFF POSTINGS

The Flathead County Library Board of Trustees recognizes social media as a valuable tool for promoting Library services, programs, and community engagement. Staff may use Library social media to:

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

POSTING GUIDELINES

- Only staff authorized by the Library Director may post to official Library social media accounts.

- Posts must be relevant to Library services, programs, or local community events.
- Staff may not post links to potentially malicious sites or unverified websites.
- Any photo featuring identifiable individuals requires written permission on file with the Library Director.
- Content must be free from profanity, nudity, political content, discriminatory language, threats, or obscenity.

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 guidelines and standards described in this policy also apply to Library communications through traditional media, including newspapers, television, and radio.

Adopted: 5/26/2022

Revised: 5/22/2025

Dave Ingram, Chair
Library Board of Trustees