

Omaha Public Library (OPL) Social Media Policy

PURPOSE:

OPL uses social media in many forms. This policy applies to a broad range of social media and internet activity. OPL staff maintains and edits the content of OPL social media sites to comply with library policies. Library social media is intended to create a welcoming online space where visitors will find useful and entertaining information and opportunities to interact with staff and other users.

DEFINITIONS:

Social media is defined as any web application, site, or account used by the library to facilitate the sharing of opinions and information about library-related subjects and issues. It includes any facility for online publication and commentary, such as blogs, wikis, and social networking sites.

POLICY:

OPL will utilize social media tools to encourage community involvement and create a dialogue between the library and its patrons regarding library services, resources, events and programs, and community information. OPL reserves the right to create any appropriate rules or policies for the moderation and review of any of its digital and social media platforms. This right especially applies to platforms that have the ability for others to post comments and other materials.

OPL does not endorse advertisements promoted on any social media site. These advertisements are displayed by vendors and do not express OPL's views or positions.

Public Comments and Posts

Social media is not a public forum. It is managed and monitored by OPL staff. Comments, posts, and messages are allowed on the library's social networking sites as long as they conform to the library's social media policy. All interactions will be regularly monitored and reviewed for content and relevance. The library reserves the right to refrain from posting user submissions or comments. It can also edit or remove user comments or submissions at any time.

By commenting and posting on OPL-hosted social media sites, users agree to OPL's social media policy. All content posted to sites maintained by the library is subject to OPL's Code of Conduct. Individuals who violate OPL's social media policy may be banned from its social media sites and/or facilities. The authorities may also be contacted.

- Stay on topic. Comments and posts should be library-related.
- Duplicate posts from the same individual will be deleted.
- Don't include personal information about yourself or others.
- The library is not responsible for user-generated content. A posted comment is the user's opinion only. Publication of a comment does not imply endorsement or agreement by OPL.
- Spam and commercial content will be removed. The library will remove posts for political, religious, and/or commercial purposes or for soliciting funds. Gratuitous links to sites are viewed as spam and will result in the removal of the comment.
- Posts containing offensive, obscene, threatening, or abusive language or hate speech are strictly prohibited and will be deleted. Individuals are fully responsible for libelous or defamatory comments.
- No harassing, stalking, abusive, or unlawful behavior will be tolerated.
- Users may report concerns. Administrators will respond to those concerns as soon as possible.

- By submitting content to OPL's social media sites, the participant gives OPL permission to use their name, photo, and any content contained within the post without compensation or liability on OPL's part. This permission ends when the owner removes their post or submits a written request for OPL to delete the post.
- Be aware of copyrighted and trademarked materials. Do not place information, intellectual property, logos, trademarks, and/ or photos protected by copyright and trademark laws without the owner's permission. The library follows a notice-and-takedown procedure for complaints of copyright violation under the Digital Millennium Copyright Act.

Responding to Public Posts

OPL has a designated team of social media administrators who monitor and respond to public comments, posts, and questions. Library staff and representatives are to remain neutral in library-related posts and question responses. Staff can offer information resources that answer any questions and help people make informed decisions. Any questions that cannot be answered by social media administrators are referred to the marketing manager or investigated further with a more detailed response to follow an initial acknowledgment of inquiry.

Staff Postings

Staff members posting on the library's social media sites on personal time should be aware that information they display or comments they make on library social media sites may be viewed by other users as representing official library-sponsored information or comments. Therefore, in utilizing library social media websites, staff must follow the guidelines set forth in the City of Omaha Human Resource Policy #38, Section C: On and Off Duty Personal Social Media Use, or the version of the policy that is in effect.

OPL's marketing manager, social media manager, and their designees may directly publish or comment via social media using the OPL name and logo. Only with permission from the marketing manager may other staff publish or comment using the OPL name and logo.

OPL is represented through the official social media channels created by the marketing department to maintain a clear and consistent message. OPL staff is not authorized to create new social media channels on behalf of OPL. Requests for social media channels, campaigns, or initiatives should be coordinated with the marketing department based on need and library goals and objectives.

IMPLEMENTATION:

OPL staff are responsible for enforcing this policy. Violation of OPL's Social Media Policy and/or OPL's Code of Conduct Policy by the public or staff will be reported to library administration by the marketing manager.

Violation of this policy by staff may result in disciplinary action up to and including termination.

Approved by the Board of Trustees
of the Omaha Public Library, August 20, 2025