

**Cobb County Public Library**  
**Social Media Use Policy**

Approved: June 25, 2012, June 23-2014; October 24, 2016

**Definition of Social Media**

**Social media** includes web-based and mobile based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals. Social media has been defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."<sup>[1]</sup>

Examples of social media include Facebook, Twitter, listservs, websites, and blogs. The intended purpose of all social media sites is to serve as a mechanism for communication between the Cobb County Public Library System and members of the public.

**Purpose**

In order to provide greater awareness of and accessibility to programs, services, and resources; the Cobb County Public Library System (CCPLS) uses social media tools to reach a broader audience. The CCPLS encourages the use of social media tools to further the goals and mission of the system, when appropriate.

**Policy**

1. All Cobb County Public Library System social media sites will be subject to approval by the Director.
2. The Cobb County Public Library System website (www.cobbcat.org) will remain the primary and predominant Internet presence.
  1. The most appropriate CCPLS uses of social media tools fall generally into two categories:
    - i. As channels for disseminating time-sensitive information as quickly as possible (example: branch closings).
    - ii. As marketing/promotional channels which increase the library system's ability to broadcast its messages to the widest possible audience.
  2. Wherever possible, content posted to CCPLS social media sites will also be available on the system's main website.
  3. Wherever possible, content posted to CCPLS social media sites should contain links directing users back to the system's official websites for in-depth information, forms, documents, or online services necessary to conduct business with the system.
3. Designated library system staff will be responsible for the content and upkeep of any social media sites created.

4. CCPLS social media sites shall comply with all appropriate Cobb County policies and standards, including but not limited to:
  1. Electronic Communications and Security Policy
  2. Information Technology Security Standards
  3. Conduct and Performance Policy
5. CCPLS social media sites are subject to State of Georgia public records laws. Any content maintained in a social media format that is related to county business is public record.
6. By posting any comments or other material on Cobb County Public Library System social media networks or hosted domains, users give the Cobb County Public Library System the irrevocable right to reproduce, distribute, publish, display, edit, modify, and otherwise use your submission for any purpose in any form and on any media. Users agree that they will not:
  1. Post material that infringes on the rights of any third party, including intellectual property, privacy, or publicity rights.
  2. Post material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, or hateful to any other person or entity as determined by the CCPLS in its sole discretion.

CCPLS social media site articles and comments containing any of the following forms of content shall not be allowed:

3. Comments not topically related to the particular social medium article being commented upon;
  4. Comments in support of or opposition to political campaigns or ballot measures;
  5. Profane language or content;
  6. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
  7. Sexual content or links to sexual content;
  8. Solicitations of commerce;
  9. Conduct or encouragement of illegal activity;
  10. Information that may tend to compromise the safety or security of the public or public systems; or
  11. Content that violates a legal ownership interest of any other party.
7. The Cobb County Public Library System reserves the right (but is not obligated) to do any or all of the following:
    1. Restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
    2. Edit or delete any communications posted on our website or social media networks, regardless of whether such communications violate these standards.