

A. PURPOSE

To ensure that all customers of the Maricopa County Library District understand the purpose and importance of social media. This Social Media policy is based on and reflects the Library District's mission, goals, and values as stated in the current Strategic Plan.

B. POLICY

Maricopa County Library District utilizes social media tools as a way to provide access to a wealth of informational and recreational resources for people of all ages and backgrounds so that they may have the opportunity to expand their horizons through reading and learning. Social media tools provide a public forum for the District to deliver and receive real-time information on topics of interest to our community and library events, materials, and news. Social media tools are used by the District as a way to facilitate customer interaction and service in a dynamic, online environment.

Customer interaction and feedback is both allowed and encouraged, but is reviewed by library staff for content. Library staff reserves the right to remove comments/posts that are inappropriate, as set forth in the Library District's Internet Acceptable and Unacceptable Use Behaviors document and the Internet Acceptable Public Use Policy.

C. DEFINITIONS

Social media is defined as any application, service or mobile technology used by the library to facilitate interaction with customers.

D. AUTHORITY

The Library Director or his/her designee is granted authority to manage issues relative to this social media policy for the Maricopa County Library District.