

Social Media Policy

Adopted September 29, 2026

Purpose and Scope

SOCPLS uses social media to promote library programs, collections, and services and to engage the community. This policy applies to every social media account operated in the name of SOCPLS or any of its branches or programs, on any platform, and to everyone who posts to or comments on those accounts. Staff use of personal social media is governed by the Personnel Policy Manual.

Authority

The Library Director is responsible for all official accounts, approves the creation or closure of each account, designates the staff who may post, and establishes procedures to carry out this policy. All accounts and their content are the property of SOCPLS, and the Library Director or Assistant Director must hold access to every account at all times. Only the Library Director or the Director's designee may speak for the library on policy, budget, or personnel matters.

Content Standards

Content must support the library's mission and be accurate, courteous, and in good taste. Content may celebrate reading and intellectual freedom, consistent with the Freedom to Read Statement and the Library Bill of Rights. Official accounts may not be used to post:

- Commercial advertising, except to credit a sponsor or partner of a library program
- Obscene, sexually explicit, harassing, threatening, hateful, or discriminatory content
- Depictions or approval of violence
- Confidential information about patrons, staff, or library business
- Content supporting or opposing a candidate, political party, or ballot measure
- Personal business or personal opinions, or content that violates any law

Official accounts may not earn money in any form.

Photography and Video

The library will post notice when programs may be photographed or recorded and will honor any request not to be recorded or to have content removed. A signed release is required before posting content that features or names an adult, and before posting any minor or vulnerable person.

Persons known to be minors will not be named. Recording is not permitted in restrooms, staff-only areas, or other private areas, and security camera footage will not be posted.

Patron Privacy

In accordance with section 39-3-365 of the Mississippi Code, library user records are confidential. Content will never show or describe what a patron borrows or uses, or identify a patron as a library user without permission. Staff will not discuss patron accounts through social media.

Public Comments

SOCPLS allows public comments as a limited public forum for discussion of each post and of library programs and services. Comments will not be removed, and users will not be blocked, because of the viewpoint expressed, including criticism of the library.

Comments may be removed if they are off-topic, spam, obscene, threatening, or harassing; disclose personal information; advertise or solicit money; support or oppose a candidate or ballot measure; infringe a copyright; or impersonate another person. Only the Library Director may block a user, and only for repeated violations or a true threat. Removals and blocks may be appealed to the Library Director under the Patron Comments and Complaints policy. These rules will be posted on every official account.

Other Requirements

- **Copyright:** Content must comply with copyright law. Recorded readings of copyrighted books require the publisher's permission.
- **Accessibility:** To the extent feasible, content must be accessible to people with disabilities, including captions on videos.
- **Public records:** Social media content, including comments, may be a public record and will be retained according to Mississippi Department of Archives and History schedules.
- **Staff time:** Non-exempt employees will do social media work only during scheduled hours unless approved in advance. No employee is required to appear on camera.

Compliance and Review

Violations are handled under the Disciplinary Policy in the Personnel Policy Manual. The Library Director will review this policy at least every two years.