



Angelo State University Library Policy and Procedure Memorandum

PPM #11: External Social Media Policy

DATE: 5 June 2014

PURPOSE: The Angelo State University Library uses social media to communicate with ASU and broader communities concerning services, events, and resources in the Library.

REVIEW: This OP will be reviewed in June of even-numbered years by the Executive Director of Library Services in consultation with University Library Committee.

POLICY/PROCEDURE¹

I. Accessibility.

The staff of Porter Henderson Library endeavors to make the Library's social media content accessible by people with the widest range of capabilities possible. If at any time it is brought to the Library's attention the content is not fully accessible, assigned staff members will do everything to ensure accessibility, including (but not limited to):

- Contacting the social media provider to address accessibility issues
- Providing access to duplicated social media content on an accessible communication channel
- Directing users to an alternate version of the social media tool that will provide accessible content

II. Privacy.

The staff of Porter Henderson Library will only post public information and insist that members of the public do the same. The staff will only post names of patrons with written consent to do so. It will not post personally identifiable information (including (a) name, social security number, date of birth, or government-issued identification number.)

The staff will immediately delete any private information on the Library's social media upon discovery and contact the individual (if possible).

The staff does not need written consent to publish media that features patrons if their names are not included.

¹ The text is heavily borrowed from the Texas Department of Information Resources section on policy considerations.

III. Open Records Requests.²

The Library's social media is subject to guidelines within the Texas Public Information Act, including its Open Records (or "Public Information") Requests Policy. We will promptly release requested information that is not confidential by law, either constitutional, statutory, or by judicial decision, or information for which an exception to disclosure has not been sought.

IV. Records Retention.³

Content posted by the agency or the public on an agency's social media website is a state record (Government Code, Section 441.180(11)), and is subject to State Records Retention requirements in Government Code Chapter 441, Subchapter L, 441.180-205. However, the Library will classify social media content as transitory unless extenuating circumstances (legal action, harassment, etc.) require reclassification of record type. Transitory records contain information that is temporarily useful. Transitory records are not essential to the fulfillment of statutory obligations or to the documentation of agency functions and, therefore, are not regularly filed within an agency's recordkeeping system. The Library Staff reserves the right to delete information that qualifies as transitory without prior notice.

Although social media content will be considered of a transitory nature for records retention purposes, the Library staff will not delete social media content that, to the best of its knowledge, is the subject of legal claims or actions (Government Code, Section 441.187). In addition, any information deemed to be harassment or threatening will be preserved and sent to the University Police Department. If a judicial or administrative action is reasonably foreseeable, even if such action is not yet initiated, the Library Staff will preserve related content.

V. Security.

In its usage of social media, the Library staff must comply with its own IT security policies, standards, and guidelines.

VI. Third-Party Website Policies and Terms of Service.

Before creating an account with a Social Media tool, the Contracts Office will review and accept the provider's terms of service, provided it's decided the risks stemming from the provider's terms are acceptable. Only then will the Library create an account.

VII. Moderation and Monitoring.

The Library staff will allow public comments on its social media websites. Assigned staff members will monitor comments regularly. At their own discretion, assigned staff members may delete part or all of a post, in careful consideration of the First Amendment

² See also PPM #12: Response to Legal Requests for Library Records or other Patron Information and O.P. 01.02 Custodian of Public Records.)

³ For additional information, see O.P. 02.07 Records Retention and the ASU Records Retention Program: <https://www.angelo.edu/services/library/wtcoll/univrecrptprg.php>.

to the U.S. Constitution and Angelo State University's records retention policy. Assigned staff members may delete speech interpreted as not protected under the First Amendment, including defamation, obscenity, harassment, trademark infringement, or use of likenesses.

If the Library staff observes a comment that seems to be a legitimate threat, the Library staff member will report it to UPD.

VIII. Intellectual Property Rights and Ownership.

The Library staff will post multimedia content that it may legally post, keeping in mind federal copyright law, the terms of service of the social media provider, and the agency's copyright policies. The Library retains its copyright for all content generated by staff and posted on Library social media channels. The Library encourages sharing *unchanged* content. Any other kind of re-use of Library content must be done with written permission from the Director or designated replacement. The consequences of any violation of this policy will be subject to the discretion of the Director or designated replacement.

IX. Employee Use.

Only selected Library staff members may post on behalf of the Library. When using social media in connection with their official job duties, Library employees must comply with applicable Angelo State University and Library policies governing employee behavior and acceptable use of electronic and information resources.

Individuals authorized to post Library information shall not:

- Share confidential information.
- Violate copyright restrictions.
- Author profane, racist, sexist, or derogatory content or comments. Individuals will refrain from authoring speech not protected under the First Amendment, including defamation, obscenity, harassment, trademark infringement, or use of likenesses.
- Share partisan political views.
- Endorse commercial goods or spread SPAM.