



MRLD Social Media Policy Adopted February 7, 2022

Mission Statement

The Montrose Regional Library District fosters community by providing resources, encouraging reading, and supporting lifelong learning.

Purpose of Social Media Policy

The Social Media Policy, approved by the Board of Trustees, outlines our mission, vision, and goals of its strategic plan as it pertains to social media and its platforms. As a living document, it assures that the library engages with its community regarding matters related to library resources and services and reflects community needs.

Statement of Policy

Ultimate responsibility for social media at the Montrose Regional Library District (MRLD) rests with the Library Director, who administers under the authority of the Board of Trustees. The Library Director, in turn, delegates the authority for social media management to appropriate departmental staff. Staff who maintain social media and subsequent platforms do so as part of their job.

Definition of social media: Social media is defined as any web application, site, or account created and maintained by the Montrose Regional Library District that supports the MRLD social media purpose statement.

Users of library social media should be aware that all third party sites have their own privacy policies and should proceed accordingly.

Criteria

The Montrose Regional Library District strives to maintain a safe and welcoming environment. MRLD staff use the following criteria in making decisions about social media posts and comments:

- All posts and comments should adhere to the established MRLD behavioral policy.
- All posts and comments should reflect and be relevant to community interests and issues.
- All posts and comments should contain suitable content for all ages.
- All posts and comments should have a connection to library services, issues, exhibits, displays, and programming as it serves the community.
- All posts and comments should adhere to already established rules and regulations of social media platforms in use.

- MRLD staff reserve the right to remove comments that do not adhere to the criteria as set in this policy.
- The public has the right to request reconsideration of any post or comment. Reconsiderations must follow the established and approved procedure as defined by the Montrose Regional Library District.
- Comments and content made by third parties do not reflect the positions of the Montrose Regional Library District, its employees, or its administration.