

**POLICY 342**  
**SOCIAL MEDIA**

Social media is a valuable digital communication tool that allows for community engagement, conversation around shared ideas, and alerts about important topics, services, and resources of the Lisle Library District (LLD).

The term social media includes, but is not limited to, popular online platforms, eBlasts, blogs, digital journals, and discussion forums.

**A. Employees Utilizing Personal Social Media Accounts:**

1. Shall not communicate on behalf of the LLD unless authorized; see LLD Policy 400.
2. Shall not reveal or discuss confidential or sensitive LLD work-related matters.
3. Shall not harass, threaten, malign, defame, or discriminate against other employees, Trustees, or the LLD as a whole.
4. Shall not utilize social media for personal use while on duty at the LLD.
5. Should use professional, responsible, and respectful communications when posting or responding to LLD-related social media comments.

**B. Designated Employees**

1. Only employees designated by the Library Director may officially represent, post, and provide content on LLD social media.
2. LLD social media pages/channels are administered by employees of the LLD.
3. Copyrighted material may not be posted unless permission has been obtained from the owner of the copyright.
4. Designated employees are responsible for ensuring that all LLD-sponsored social media conforms to guidelines listed below. These employees are authorized to immediately remove any content that violates the guidelines.

LLD reserves the right to remove or moderate content from LLD-sponsored social media if it:

- a. Is obscene, bullying, or harassing
- b. Contains private or confidential information
- c. Violates any local, State, or Federal law
- d. Is not in accordance with LLD policies
- e. Contains commercial, proselytizing, electioneering/campaigning content

### **C. LLD Utilization of Social Media**

LLD utilizes social media in order to promote resources, events, services, and to connect to the community. Photographs and other media opportunities may take place on LLD grounds, in programs, or at other sponsored events.

Patrons identified by name in LLD social media posts have given permission for the LLD to use their name/s. A patron may opt out of social media participation by speaking with staff who may be taking photographs or recording an event. Images from events may be utilized on LLD social media platforms without express permission; LLD staff will make every effort to inform patrons that photos and/or video are being taken.

### **D. LLD Board of Trustees Social Media Use**

The LLD Board of Trustees are encouraged to promote, share, and comment on LLD events and news via their own personal social media accounts.

Trustees utilizing social media:

1. Shall not communicate official statements on behalf of the LLD unless authorized; see LLD Policy 400.
2. Shall make clear that their comments do not represent the views of the Lisle Library District as a whole. It must be clear that their opinions are their own.
3. Shall not reveal, share, discuss, or confirm confidential/private LLD-related matters.
4. Shall not harass, threaten, malign, defame, or discriminate against employees, other Trustees, or the LLD as a whole.
5. Should use professional, responsible, and respectful communications when posting or responding to LLD-related social media comments.
6. Should not intentionally or negligently post incorrect or incomplete information about the LLD.
7. Should make every effort to correct a record/post when misinformation about the LLD has been posted/shared.

Adopted 8/8/12  
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