

Adopted: April 13, 2026

SOCIAL MEDIA POLICY

The Mattoon Public Library is committed to maintaining consistent, transparent, and effective communication with its patrons. The library chooses to use social media (included by not limited to: the library website, blogs, social networking, and email) to engage with patrons about library services, books, materials, programs, and other library happenings. Social media platforms will be used to convey information that is useful to the public or to further the goals, mission and/or vision of the Mattoon Public Library.

General Policy

Mattoon Public Library will have designated staff members to monitor and maintain all library social media content (postings, comments, photos, videos, or similar). Social media is not monitored continuously, so patrons needing assistance are encouraged to contact the Mattoon Public Library during normal business hours. Message responses are not guaranteed on any social media postings.

Library staff may post content related to the following:

- Public event information
- Public safety information
- Relevant community announcements
- Community engagement opportunities
- Library programs
- Library materials
- Library announcements
- Library webpage links

Staff shall not use the Mattoon Public Library social media accounts to share personal opinions, political campaign information, or advocacy positions.

Comments, posts, and messages from the public on social media are welcomed. It should be noted that these are considered the opinion of the author only and the publication of a comment does not imply endorsement or agreement by the Mattoon Public Library, its staff, its volunteers, or its trustees.

All postings and comments made on any library social media page are bound the by social media site's terms of use, and the library reserves the right to report any violation to the terms of use. Library staff reserve the right to review comments and postings. The library is committed to social media content being suitable for readers of all ages. Comments containing the following may be removed due local community standards:

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- Obscene, profane or racist content
- Sexual content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Copyright or intellectual property violations
- Political campaign advocacy
- Illegal activity promotion
- Private, personal information published without permission
- Organized political or religious activity or proselytizing
- Commercial promotions or spam
- Made by a person masquerading as someone else
- Hyperlinks
- Photos, videos, or other graphic format

Library staff may block individuals on any social media accounts that continue to violate this policy after they have received one warning via direct messaging. Any social media user who has been blocked or had a comment/posting deleted may appeal this decision in writing to the Library Director. The Library Director may affirm or reverse staff's decision within 30 days of receiving the appeal.

Library Staff and Trustee Use of Social Media

Library staff and trustees have the same right to self-expression as other community members when discussing matters of public concern. Staff and trustees should keep in mind the following best practices when posting content about library-related subjects on social media:

- Staff and trustees publicly associating themselves with the Mattoon Public Library must make it clear that the views expressed are theirs alone and do not represent the views of the library.
- Staff and trustees must respect the library's confidential and proprietary information and may not post information that is still in draft form or is confidential.
- Staff and trustees may not make negative comments about patrons in general, about specific questions from patrons, or about patron behavior on the library's social media sites.

The Mattoon Public Library does not endorse, monitor, or review the content of personal, non-library related social media activities of its staff or trustees.

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Compliance with Laws

All Mattoon Public Library social media sites must adhere to applicable federal, state, and local laws, regulations and policies.

This policy is subject to modification without notice. Upon any modifications, the Library will post the policy on all social media pages via hyperlink that will redirect users to the Mattoon Public Library's website where all policies are posted.