



SOCIAL MEDIA POLICY

A. Scope

This policy applies to all District officers, employees, and volunteers (collectively, “District Personnel”). Failure to abide by these Social Media Policies may result in discipline up to and including termination as further described in the Employee Handbook.

B. Purpose

The purpose of this social media policy is to promote effective and transparent communication between the District and the public, while ensuring that use of social media by District Personnel complies with applicable state, federal, and local laws.

C. Applicability

This policy is applicable to social media use by all District Personnel for District business as well as to certain personal use of social media by District Personnel. Use of social media by District Personnel is also subject to other applicable District policies.

D. Definitions

visitors to post responses, reactions or comments. The term is short for “Web log.”

“Page” means the specific portion of a social media website where content is displayed.

“Post” means content a user shares on a social media site or the act of publishing content to the site.

“Social Media” means a category of internet-based resources that integrate user-generated content and user participation. Social Media includes but is not limited to the

following technologies:

- a) Blogs
- b) RSS feeds
- c) Microblogging sites
- d) Social networking sites
- e) Social bookmarking sites
- f) Event Sites
- g) Internet Radio
- h) Internet Video or Photo share sites

E. Use of Social Media for District Business

1. Only designated and pre-approved District Personnel are permitted to use social media to conduct District business, including but not limited to dissemination of information about the District, District operations, District programs, and emergency communications. The Library Director (hereinafter referred to as “Administrator”), or the Administrator’s designee shall designate and approve District Personnel that may use Social Media to conduct District business.
2. All social media sites created by District Personnel for District business are subject to approval by the Administrator or the Administrator’s designee.
3. In order to comply with the retention requirements of the Oregon Public Records Law (ORS Chapter 192 and OAR 166-150-0005 *et seq*), it is the policy of the District that District Personnel may not post original content to social media sites unless that content is preserved and retained according to Oregon Public Records Law.
4. The Oregon Public Records Law and relevant District records retention schedules apply to all content posted to the District’s social media sites **or** content on a District Personnel’s private account, if on District matters. The District shall preserve all content posted to the District’s social media site (including content posted by both District Personnel and members of the public). The content will be retained for the period required by the relevant records

retention schedule and maintained in a format that preserves the integrity of the original record, is easily accessible, and is allowable under the Oregon Records Retention Law.

5. Use of social media sites by District Personnel shall not violate the Oregon Public Meetings Law (ORS 192.610 through ORS 192.695).
6. Only District Personnel designated by the Administrator are authorized to post information to the District's social media sites. The Administrator or the Administrator's designee will monitor the content posted to the District's social media sites by District Personnel to ensure that the posted content adheres to all applicable District policies. Information posted on the District's social media sites by District Personnel must be consistent with the District's mission, vision, values, goals, and other applicable District policies.
7. District Personnel representing the District through social media must conduct themselves at all times as representatives of the District and in conformance with District policies. Failure to do so may result in discipline as described in the District's Employee Handbook. Posts on the District's social media sites by District Personnel must reflect the official views, policies and positions of the District. When posting information to the District's social media sites, District Personnel are responsible for complying with all applicable federal, state, and local laws, regulations, and policies, including but not limited to laws governing copyright, public records, free speech, and privacy.
8. District social media sites will refer users to the District's official website, [www.creswell-library.org], or the District's e-mail system for forms, documents, online services, and other information necessary to conduct business with the District. District Personnel may direct visitors with questions and/or requests for additional information to make such requests via e-mail, mail, in person, or by telephone.
9. The following forms of content will not be allowed on District controlled social media sites:
 - a. Content that violates the terms of use of the social media site;
 - b. Content unrelated to District purpose, issues or business;
 - c. Profane language or content;
 - d. Content that promotes, fosters, or perpetuates discrimination on the basis of membership in a protected class;
 - e. Content the disclosure of which would violate any federal, state, or local law;

- f. Sexual content or links to sexual content;
- g. Solicitations of commerce;
- h. Content that would violate the ownership interest of another party;
- i. Illegal conduct or encouragement of illegal activity;
- j. Information that may tend to compromise the safety or security of the public or public services, including but not limited to: personal information relating to District residents, confidential or sensitive District information, and information that may tend to compromise the safety or security of public buildings, public utilities, public transportation systems, police, fire, or other emergency services; and
- k. Links to:
 - i. Candidate or Political Action Committee sites or sites advocating a position on District or election issues;
 - ii. Corporate commercial sites; or
 - iii. Individual personal pages or websites.

10. The District reserves the right to monitor District controlled social media sites and to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law.

11. Except as prohibited in paragraph 9(k) of this section, the Administrator shall determine, in his or her sole discretion, whether to allow links to other pages or websites from District controlled social media sites, and which links to allow. The linking of District controlled social media sites to other pages or websites constitutes government speech and does not create a public forum.

12. The District will not allow public comment on any District social media site unless access to the site by the general public is pre-approved by the Administrator. The District shall prominently post the following disclaimer on any District social media site that allows the public to post content to the site:

Comments and other information posted to this page will be monitored. The District reserves the right to remove inappropriate comments and other information, including comments or other information that: 1) violates the terms of use of this site; 2) contains profane language or sexual content; 3) promotes, fosters, or perpetuates discrimination on the basis of membership in a protected class; 4) threatens or defames any person or organization; 5) violates the legal ownership interest of another party; 6) promotes illegal activity; 7) promotes commercial services or products; 8) compromises the safety and security of the public or public services; 9) is not topically related to the particular post; or 10) contains links to other pages or websites. Comments posted to this site by a user other than the

District represent the views of that user only and do not reflect the views or policies of the District. The District does not support or endorse comments made by users other than the District.

13. Pursuant to ORS 260.432, while on the job, during working hours, or while acting in an official District capacity, District Personnel may not post content to District controlled social media sites that promotes or opposes: 1) any political committee; 2) the nomination or election of a candidate; 3) the gathering of signatures on an initiative, referendum or recall petition; 4) the adoption of a measure; or 5) the recall of a public office holder. If there is any doubt whether a reader may mistakenly believe a District Personnel's personal social media post has been made on behalf of the District, District Personnel should clearly state that the views expressed in the post are the personal views of the individual and are not supported or endorsed by the District.
14. District Personnel may not remove any content from a District social media site without prior approval from the Administrator or the Administrator's designee.
15. Any content posted to or removed from a District social media site must be retained in accordance with District records retention policies and the Oregon Public Records Law.
16. Administration of District Controlled Social Media Sites:
 - a. All new social media sites proposed for District use must be approved by the Administrator or designee.
 - b. The Administrator or designee will maintain a list of social media sites which are approved for use by designated District Personnel.
 - c. The Administrator or designee will maintain a list of all District controlled social media sites, including login and password information.
 - d. The Administrator shall be informed of any administrative changes to existing District controlled social media sites.
 - e. The Administrator must be able to immediately edit or remove content from District controlled social media sites.
17. The District reserves the right to terminate any District controlled social media site at any time without notice.
18. The District's social media use will be reviewed periodically to assess effectiveness, evaluate performance, and provide suggestions for changes or improvements. The Administrator or designee will perform this review.

F. Use of Social Media for Personal Matters

1. Use of Social Media for personal matters by District Personnel must comply with all applicable District policies, such as the rules regarding use of computers and work hours.
2. When using Social Media for personal matters, posts should clearly and unambiguously be made in the individual's personal capacity, not in his or her capacity as District Personnel. District Personnel may not imply that the content posted is endorsed by the District. For example, District Personnel should not use the District's logo on their personal social media accounts and should not wear any District uniforms.

G. Confidentiality of Information

1. District Personnel must adhere to all applicable District policies concerning confidentiality when using social media. District Personnel may not discuss or otherwise disclose confidential information (including photographs) acquired as a result of their relationship with the District, including but not limited to:
 - a. Information protected by the Health Information Portability and Accountability Act (HIPAA) and associated federal regulations;
 - b. Information protected by ORS 192.553 through ORS 192.581;
 - c. Information exempt from disclosure under the Oregon Public Records Act, ORS 192.311 through ORS 192.431;
 - d. Information related to legal matters or litigation;
 - e. Information the disclosure of which would violate any federal, state, or local law; and
 - f. Information made confidential or exempt from disclosure under state, federal, or local law.
 - g. Any information obtained during the course of District Personnel's work unless pre-approved by the District Administrator.

H. Use of District Equipment

District Personnel have no expectation of privacy in communications made in furtherance of their District duties or in communications which utilize District-owned equipment, including District-issued computers, cellular phones, smart phones, tablets and personal digital assistants (PDAs). Use of District-owned equipment is subject to investigation and audit by the District at any time and without notice. Communications made in furtherance of District duties or which utilize District-owned equipment may be subject to public disclosure.

I. Evaluations and Revisions

This Social Media policy will be evaluated and revised regularly to maintain compliance with state records retention requirements and applicable District policies.

Adopted 1/27/2026

Acknowledgement of Receipt of the Social Media Policy

Each employee must acknowledge receipt of this policy by signing the following Acknowledgement of Receipt.

1. I have received a copy of the District Social Media Policy.
2. I understand that I am responsible for becoming and remaining familiar with the policies, procedures, requirements, and other information contained in the Social Media Policy and in other applicable District policies and procedures.
3. The policies, procedures, requirements, and other information contained in the Social Media Policy may be modified, deleted, or added to, at any time.
4. I understand that I will receive a copy of any significant change in the policy.

I understand that violation of this social media policy may subject me to disciplinary action pursuant to the district's personnel manual, up to and including termination.

Employee Signature

Date

Employee Name (Please Print)