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# Board Policy



## Social Media Policy

The Pierce County Library System (Library) creates and manages accounts on a variety of social media sites to offer welcoming, inviting, and useful information about the Library and its services and offer the public an online space to engage about the Library's offerings and related topics. Individuals accessing, posting, or commenting on the Library's social media accept the terms of this policy.

### Purpose

This policy ensures the proper use of the Library's social media by library trustees, staff, and the public. The Library's use of social media is for the purpose of facilitating the sharing of ideas, opinions, and information about library-related subjects and issues. The Library creates and manages social media using inclusive platforms to connect equitably with the diverse people in Pierce County.

### Definitions

*Social media*: defined as websites and applications that enable people who use them to create and share content or to participate in social networking.

### Policy

The Library's social media constitutes a limited public forum. The Library monitors its social media and reserves the right to moderate, edit, delete, move, restrict, close, or remove any comment that violate the Library's policies. The Library System encourages people to familiarize themselves with the rules applicable on social media platforms, which are linked from the Library's website.

All Pierce County Library social media sites are managed centrally by the Marketing and Communications Department. The Library's Social Media Team is responsible for generating content for the Library's social media sites. All social media posts and comments are public records. The public is strongly encouraged to protect their privacy when commenting or posting. Trustees and staff may not post to Pierce County Library social media channels speaking as a Library trustee or employee without authorization from the Library's Marketing and Communications Department.

When trustees or staff speak of the Library on their personal social media accounts, they shall be clear they are speaking from their personal views and not on behalf of the Library. Further, if trustees are interested in discussing the Library, they must create an account separate from their personal account, to manage as a Board of Trustee account. No Pierce County Library resources will be used to manage such an account and trustees shall be aware that content on such accounts must abide by the First Amendment, follow the rules of social media platforms, and note that content and comments could be subject to public records requests.

Communications to the Pierce County Library on social media do not constitute official notice to the Library or any Pierce County Library personnel. The Library is not responsible for the content that appears on outside links and provides links as a convenience only. Opinions expressed by others on the Library's social media do not reflect the opinions of the Library. All information and materials generated by the Library and provided on the Library's social media are the property of the Library and Pierce County Library retains copyright on all text, graphic images, and other content produced by the

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Library and found on the Library's social media. Commercial use of the Library's text, logos, photos, or other graphics is prohibited without written permission from the Pierce County Library.

**Associated Policies**

[Board Policy on Employee Use of Library Equipment](#)

**Adopted as Administrative Policy: January 30, 2018. Updated January 2019. Reviewed February 2020. Reviewed February 2021. Reviewed February 2022.**

**Adopted by the Pierce County Rural Library District Board of Trustees December 13, 2023.**

By the enactment of this policy the Board of Trustees of Pierce County Library System is concurrently rescinding any prior policy or procedure within PCLS that is either in conflict with or expansive of the matters addressed in this policy.