



Social Media Policy

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Director of Communications

September 18, 2025

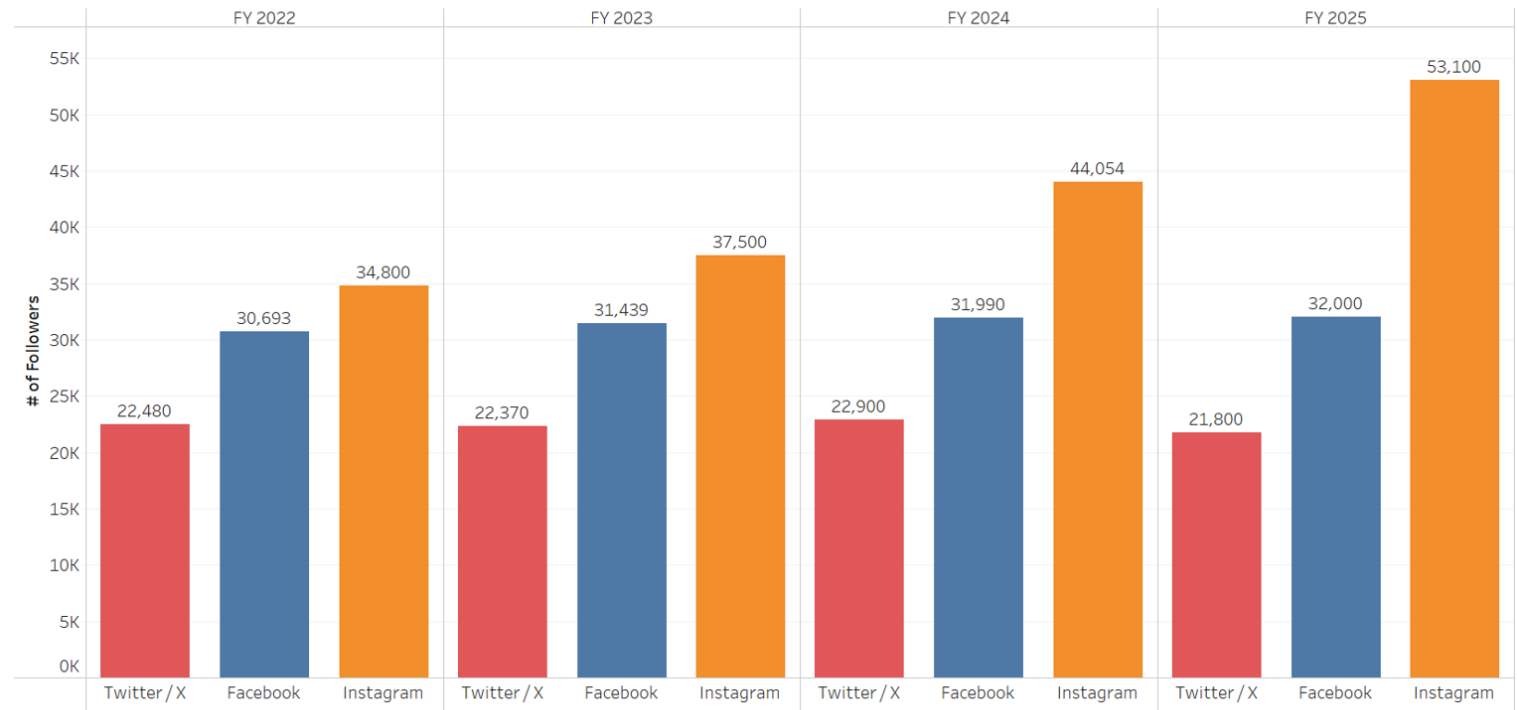
San Francisco Library Commission



A Brief History of SFPL's Social Media Accounts

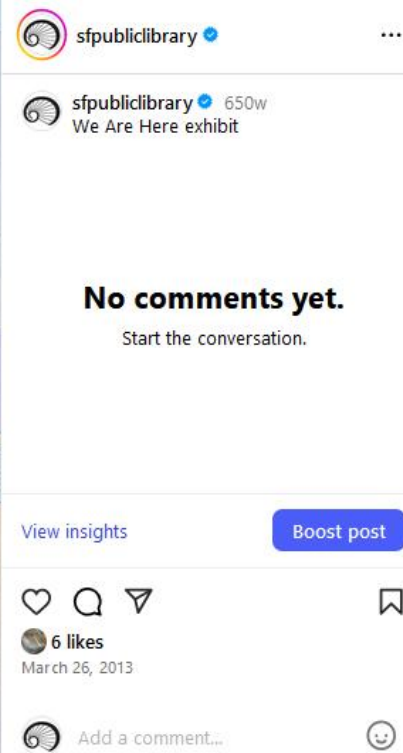
- Instagram
Joined 2013
53.1K followers
- Facebook
Joined 2008
32K followers
- X
Joined 2009
21.8K followers
- Other accounts

SFPL Social Media Followers

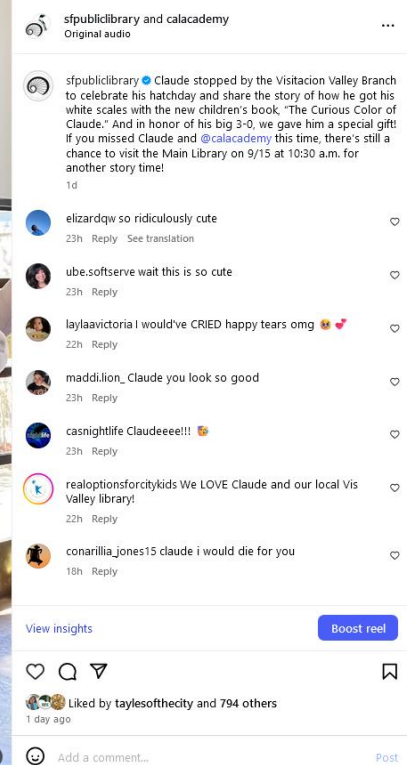


Note: Data reflects total number of followers captured August-September annually

How It Started, How It's Going



2013

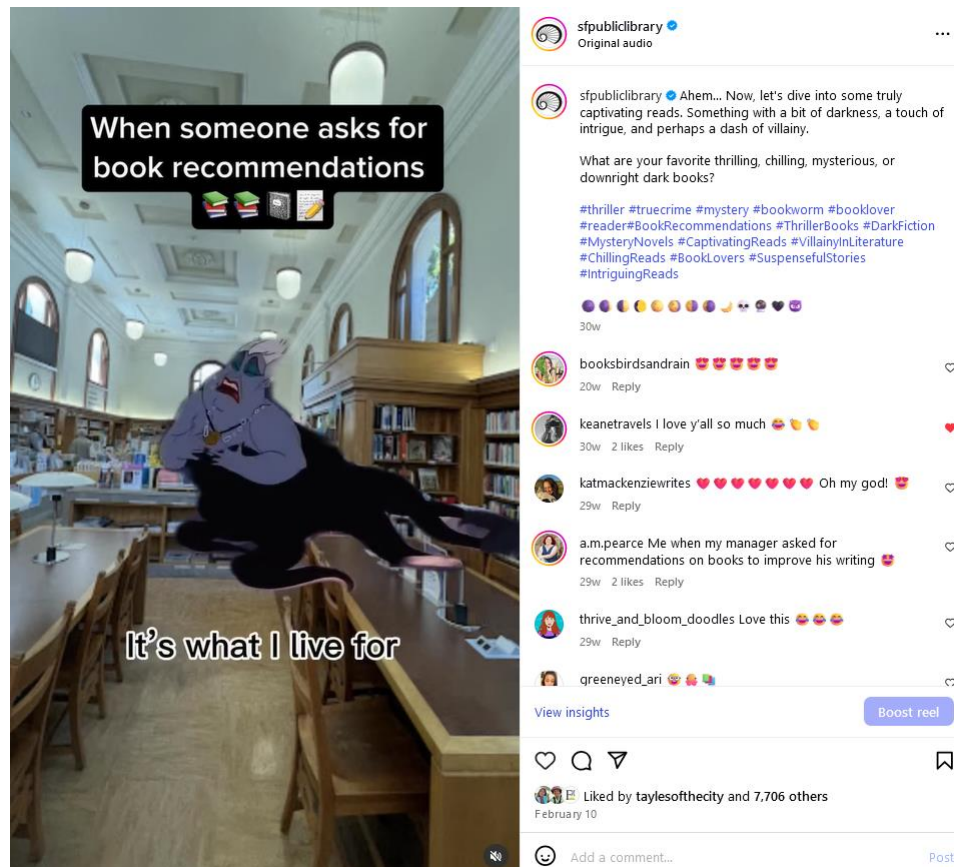


2025

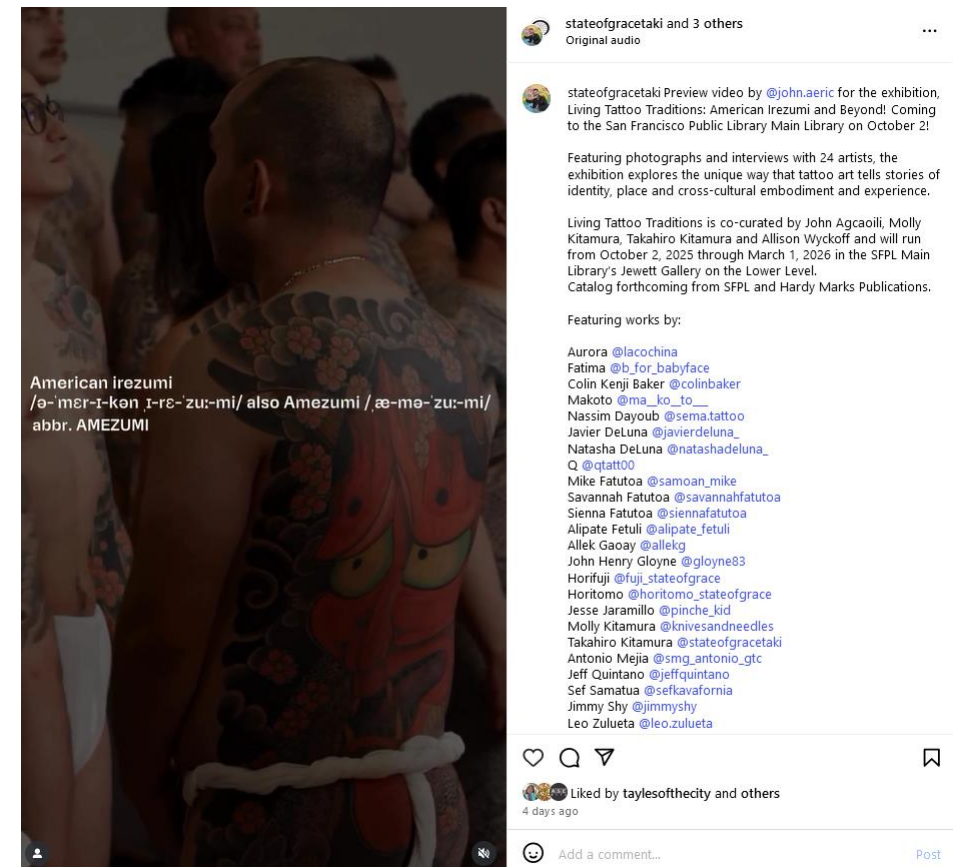


Goals of SFPL's Social Media Accounts

Brand building



Execute Vision 2030 strategic priorities



Draft Social Media Policy

- **Defines the role our social media accounts play** in fulfilling the Library's mission: "To connect our diverse communities to learning, opportunities and each other", by enabling moments of connection and relationship building.
- **Sets forth expectations, or Community Standards**, about civil discourse in public forums by defining types of content that will not be permitted on social media accounts.
- **Describes the process** for removing content that violates Community Standards.



Social Media Policy Development



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Social Media Policy

Welcome to the San Francisco Police Department's Official Social Media sites. The purpose of these sites is to enable the SFPD to post matters of public interest concerning the San Francisco Police Department's programs, activities, news stories, and photos, and to enable members of the public to comment on those posts. The San Francisco Police Department's intent is to create a limited forum devoted exclusively to its postings, and comments from members of the public relevant to the subject matter of the post they are responding to.

We welcome debate and discussion, and seek to maintain an environment that is civil and appropriate for all ages. The Department reserves the right to remove comments only to the extent that they:

- Are unrelated to the subject of the SFPD's post.
- Contain demonstrably false statements of fact.
- Promote or advertise a business, or propose a commercial transaction.
- Support or oppose candidates for elective office or ballot measures.
- Contain content that violates a legal ownership interest of any party, such as trademarked or copyrighted material.



Social Media Policy Development



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[CALL 311 \(NON-EMERGENCY\)](#) | [REPORT A SAFETY CONCERN](#)

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SFFD Social Media Community Standards Policy

Social Media Comment Policy - "Community Standards"

Comments, tags, or posts containing any of the following inappropriate forms of content shall not be permitted on SFFD social media sites and are subject to removal and/or restriction by SFFD:

- Profane, obscene, or pornographic content and/or language.
- Content that promotes, fosters, or perpetuates discrimination or contributes to a hostile work environment on the basis of race, color, age, religion, gender, marital status, national origin, physical or mental disability, or sexual orientation.





Recommended Action

Approve the draft Social Media Policy as San Francisco Public Library policy.






 sfpubliclibrary

 sfpubliclibrary GOLDEN GATE VALLEY BRANCH LIBRARY

- ★ Landmark designation
- ★ Constructed in 1918
- ★ Designed by well-known architect Ernest Coxhead
- ★ Carnegie Library

Come experience the magic!


15w

 tedbarrow

♥ COXHEAD ♥

15w 1 like Reply


♥

 taylesofthecity

So gorgeous! 🌸

15w 1 like Reply


♥

 emmdubemm

Love GGV! Beautiful building with wonderful light.

15w 1 like Reply


♥

 laurakmorton

🌟 My favorite SF library! ♥

15w 1 like Reply


♥

 chriscookmultimediamartist

Legendary Spot

15w 1 like Reply


♥

 leelibrary

Beautiful 🌸

15w 1 like Reply

♥

 santaluciasf




It really is an awesome setting - in the true sense of the word


15w 1 like Reply


♥

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May 22

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THANK YOU

