



*San Francisco Public Library*

100 Larkin Street, San Francisco, CA 94102 - 4733

**MEMORANDUM**

**Date:** September 15, 2025  
**To:** San Francisco Library Commission  
**From:** Michael Lambert, City Librarian  
**RE:** Draft Social Media Policy

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At the September 15, 2025, Library Commission meeting, the San Francisco Public Library (SFPL) will bring a draft of a Social Media Policy for the Commission to review and consider for formal approval.

There are three explanatory documents associated with this agenda item:

1. City Librarian's Memorandum dated September 15, 2025
2. Draft Social Media Policy
3. Library Social Media Policy Presentation

As the Library's social media accounts have existed for more than a decade—its Facebook account began in 2008, and Instagram in 2013—and the accounts' followers and reach increase, we acknowledge the need for a Social Media Policy that defines Community Standards in order to help ensure civil discourse and a respectful exchange of ideas in support of a safe and welcoming environment for all users.

**Background**

The draft Social Media Policy was created in order to support the Library's mission: "*to connect our diverse communities to learning, opportunities and each other.*" Our strategic plan, Vision 2030, further defines this mission as speaking to "*our increased emphasis on enabling moments of connection and relationship building,*" which the Library seeks to do by sharing information about Library resources, collections, and programs.

The Library's social media accounts—the largest of which are Instagram (53.1K users), Facebook (32K users), and X (21.8K users), in that order—have active communities who engage with the Library's content by liking, sharing, and commenting on posts. With a growing audience and social media platforms' changes to their content moderation policies, the Library's social media accounts have seen an uptick in comments that are factually incorrect, that encourage violence, and/or that promote discrimination. As one of the core values laid out in Vision 2030, Well-Being has been prioritized to create a safe, respectful and supportive environment. This commitment extends to patrons and library staff in order to proactively address this kind of harmful, negative content.

Library staff developed the draft Social Media Policy with Community Standards that mirror other San Francisco City departments, namely the SF Fire Department and the SF Police Department. The Department views this consistency as an important factor in setting forth expectations about civil discourse in municipal public forums.

### **Social Media Policy Framework**

The draft Social Media Policy emphasizes the importance of these communication tools in conveying the value of the Library to both current and potential patrons.

It outlines the goals and objectives for the Library's social media accounts, including:

1. Increasing access to SFPL's services by amplifying its collections, services and resources;
2. Elevating awareness of how the Library serves San Francisco by highlighting its initiatives and activities;
3. Enticing people to visit the Library in person and online; and
4. Being responsive to queries, providing a way for the Library community to create and strengthen social connections by collective storytelling.

The Draft Social Media Policy also includes Community Standards which define types of content that will not be permitted on SFPL's social media accounts, and describes the process for removing content that violates the Community Standards. The Community Standards are designed to adhere to viewpoint neutrality, and the Draft Policy states specifically that the Library will not remove content solely based on expression of a viewpoint that is protected by the First Amendment.

### **Requested Action**

Library staff welcome the input and feedback of the Library Commission regarding this draft policy and appreciate the Library Commission's consideration of taking formal action to adopt the Social Media Policy.