San Francisco Public Library Commission Policy Manual

Social Media Policy — Policy #208

Approved by Library Commission: September 18, 2025

San Francisco Public Library (SFPL) is committed to connecting our diverse communities to learning, opportunities and each other. We use social media to increase brand awareness, share library service information out to patrons and articulate the value of the library to non-patrons.

Goals & Objectives

1. Increase access to Library services for employees, residents, businesses and visitors of the City and County of San Francisco by amplifying collections, services and resources that help people realize their goals.

2. Elevate awareness of how the Library serves San Francisco by highlighting initiatives & activities that facilitate cultural and learning experiences.

3. Entice people to visit the Library in person and online.

4. Be responsive to queries.

5. Provide a way for the Library community to create and strengthen social connections by collectively sharing their stories, traditions and identities.

Community Standards

We welcome debate and discussion and seek to maintain an environment that is civil and appropriate for all ages.

Comments, tags or posts containing any of the following shall not be permitted on SFPL's social media sites and are subject to removal by SFPL:

- Are unrelated to the subject of SFPL'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.

- Communicate private personal information (whether the commenter's or someone else's), including home address, home or cell phone number, personal e-mail address or personal identification numbers.
- Duplicate posts by the same commenter.
- Contain links to external websites.
- Encouragement of violence.
- Constitute criminal threats or constitute an element of any crime.
- Contain profane, obscene or pornographic content and/or language.
- Contain 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.
- Contain content that constitutes criminal harassment or bullying and/or facilitates stalking.
- Transmit viruses or other disruptive files, material or code.

Procedure for Removing Content

Once content is deemed by the Library's Communications Director or designee of the social media account as a violation of the Library's social media comment policy, the content may be removed in a timely manner. First, the administrator will confirm that the original post in its entirety, all related comments and the removable content in its entirety have been captured in our social media archiving system. The administrator will send this information to the IT department and include the date/time of removal. The information will be stored by IT for a period of no less than two years.

SFPL will not remove content solely based on expression of a viewpoint that is protected by the First Amendment.

A comment posted by a member of the public on any SFPL social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by SFPL, nor do such comments necessarily reflect the opinions or policies of SFPL. Further, SFPL does not guarantee or warrant that any information posted by users on this site is correct and disclaims any liability whatsoever for any loss or damage resulting from reliance on such information.

SFPL reserves the right to deny access to SFPL social media sites for any individual who violates the SFPL's social media comment policy at any time and without prior notice. Comments posted on this site will be monitored and inappropriate content, as defined

above, will be removed as soon as possible and without prior notice. Please note that our social media settings will automatically hide a comment if profanity is used within the post. Users of this site do not retain any rights over their postings. Postings are intended for public view and any information posted constitutes a waiver of any rights to privacy or confidentiality. SFPL reserves the right to disable comments for posts at any time at its sole discretion.