

**BERKELEY PUBLIC LIBRARY
POLICIES**

A.R. Number:	10.21
ORIGINAL DATE:	06/09/2010
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SUBJECT: SOCIAL FORUM POLICY

I. PURPOSE AND APPLICABILITY

This policy applies to Social fora as set forth below. The purpose of this policy is to set forth rules governing User-generated content within various Social fora managed and administered by the Library or on its behalf pursuant to contract. It is the intent of the Library in adopting this policy and utilizing Social fora not to create any designated public fora, but to create nonpublic fora that are limited to subjects and users determined by the Library, as discussed below.

This policy does not apply to third party Social fora such as Facebook, YouTube, Flickr, etc. that are controlled and moderated by third parties whose decisions are not within the control of the Library. However this policy does apply to such Social fora to the extent the Library has the ability to control or regulate User content.

II. POLICY

The Berkeley Public Library provides access to a variety of Social fora. Its purpose in doing so is to fulfill, in part, its mission of developing resources and services that meet the cultural, informational, recreational, and educational needs of its community. The general purpose for which the Library's Social fora exist is to provide an opportunity to facilitate the sharing of ideas, opinions, and information about Library services and collections. Library Social fora are intended to create a welcoming and inviting online space where library users of all ages can interact with Library staff and other Library users, and the Library catalog.

Within this general purpose, each Social forum established or provided by the Library will have its own specific statement of purpose related to the nature of that Social forum. Although the Board of Library Trustees is adopting this overall policy, the Library Director shall have the authority to establish and elaborate the purposes and rules of each Social forum without further review or approval by the Board.

III. PARENTAL RESPONSIBILITIES

The Library encourages parents and guardians to participate with their children in using Library resources, including Library social fora. As with other Library resources, the Library does not act in place of or in the absence of a parent and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of these resources.

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IV. DEFINITION OF SOCIAL FORA

A "Social forum" is any Internet location or space that allows persons with access to the Internet ("Users") to contribute content, with or without third-party control or regulation, that other Users can access.

Examples of Social fora include, but are not limited to, weblogs, wikis, social networking web sites, and social tagging and patron ratings on the Library's online catalog.

Some social networking sites allow users of those sites to become a "friend", "fan" or otherwise associate their own "profiles" or virtual presences with the Library's profile on these sites.

Examples of such sites are Twitter, Facebook, YouTube, and Flickr. Various blogging host sites such as Blogger and Wordpress permit readers to contribute reviews and commentaries. Due to the variety of such sites, each social forum used by the Library will contain a statement of purpose defining how it serves as a mechanism for communication between the Library and its patrons.

V. RULES FOR USER CONTRIBUTION OF CONTENT TO LIBRARY SOCIAL FORA

User Rules

Content contributed by users is moderated by the Library. By choosing to contribute content to Library-moderated Social fora, the User agrees to these rules.

The following types of content are prohibited and will be removed without advance notice to the User who creates or posts it:

- Any material unrelated to the stated purpose of the Social forum, or for tags or other postings associated with the Library's catalogue, subject tags unrelated to the content of a bibliographic record;
- Obscene content, "fighting words" or terrorist threats as defined by the California Penal Code;
- Defamatory statements as defined by applicable law;
- Private, personal information published without consent of the individual identified;
- Content that violates a legal ownership interest of any other party;
- Information that is likely to compromise the safety or security of the public or public systems;
- Commercial promotions or spam;
- Advocacy with respect to specific political parties, candidates or ballot measures, whether local, state or national;
- Photos or other images that fall in any of the above categories; and
- Hyperlinks to material that falls in any of the above categories

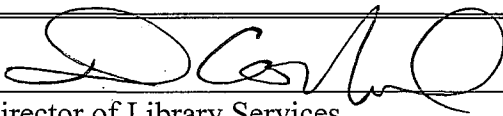
In addition, Users are advised to protect privacy and not post personally identifying information. Persons under age 18 and their guardians, especially, should not post information such as last name, school, age, phone number, address.

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Library Rules

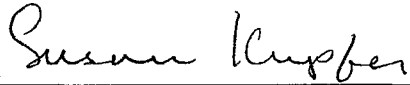
- Any content posted in a Social forum will become the property of the Library, which shall have the right to reproduce comments, posts and messages for any purpose and in any venue it deems appropriate.
- Posted content is the opinion of the poster only, and publication of any content does not imply the endorsement by the Berkeley Public Library or the City of Berkeley.
- The Berkeley Public Library assumes no liability regarding any event or interaction that takes place by participants in any Library-sponsored social networking service, and does not endorse or review content outside the "pages" created by Berkeley Public Library staff. Participation in Berkeley Public Library social networking services implies agreement with all Library policies, including its Internet Use Policy, Privacy Policy, the Library Rules of Conduct, and the Terms of Service of each individual third-party service. If a user does not agree to these terms, they are not to use the services provided.

Reviewed by:


Director of Library Services

6.17.10
Date

Approved by:


Chair, Board of Library Trustees

6.11.10
Date