

Social Media Policy

Summary (statement on website):

The Spencer S. Eccles Health Sciences Library (EHSL) sponsors staff blogs, wikis, photo sharing, video sharing, tagged websites and other social media sites to further its mission to meet the cultural, educational and informational needs of library users and community residents. The Library's sponsored sites are also a place for the public to share opinions about library related subjects and issues. Comments are welcome and will be reviewed prior to publishing. The Library reserves the right not to publish any posting, or to later remove it without notice or explanation.

Full policy statement:

In keeping with its mission, the Spencer S. Eccles Health Sciences Library ("EHSL" or "Library") may participate in the use of various social media sites or applications. The goals of Library sponsored social media sites are:

- To increase the public's knowledge of and use of Library services;
- To promote the value and importance of the Library's services among University faculty, students, staff, administrators, and the general public; and
- To maintain open, professional and responsive communications.

The Library does not collect, maintain or otherwise use the personal information stored on any third party site in any way other than to communicate with users on that site. Users may remove themselves at any time from the Library's "friends" or "fan" lists. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

Comments, posts, and messages are welcome on EHSL social media sites. Users are strongly encouraged to check facts, cite sources, and show respect in expressing their opinions. While the Library recognizes and respects differences in opinion, all such interactions will be monitored and reviewed for content and relevancy. Having stated that, the Library is not obligated to take any actions, and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within these services.

EHSL reserves the right not to publish any postings, or to later remove it without notice or explanation. Reasons for removal include, but are not limited to

- Abusive, defamatory, or hate speech
- Violations of copyright, trademark, or other intellectual property rights
- Spam or commercial advertising
- Off-topic comments
- Lack of space

In addition, EHSL reserves the right to edit or modify any postings or comments for space or content (spelling, grammar, etc.), while retaining the intent of the original post. The Library assumes no liability regarding any event or interaction created or posted by any participant in any Library-sponsored social media service, and does not endorse content outside the “pages” created by Library staff. Participation in EHSL social media services implies agreement with all University of Utah and Library policies, including but not limited to University of Utah World Wide Web Resources Policy, Privacy Statement, Disclaimer, and Information Resources Policy, and the Terms of Service of each individual third-party service. The role and utility of social media sites will be evaluated periodically by Library staff, and may be changed or terminated at any time without notice to subscribers.

Revision History

January 19, 2012 – Written by R. Todd Vandenberg

March 30, 2016 – Updated by Tallie Casucci, Mellanye Lackey, and Shirley Zhao

Adapted from the Terryville Public Library (CT) Social Media Policy; Cumberland County Library System (Carlisle, PA) Website and Social Media Policy; the Ames (IA) Public Library Policy on Use of Library-Sponsored Social Media; Voices of the Staff, University of Michigan; and Ball State University Social Media Policy (Muncie, IN).