

Policy 3.5: Websites, Social Media, Privacy and Online Accessibility

Approved and Adopted by Board of Trustees December 11, 2025

Iosco-Arenac District Library system (the Library) utilizes its website and social media platforms to connect with its patrons by informing them of library services and providing a forum for public feedback.

The Library recognizes and respects differences in opinion. Comments, posts and messages are welcome and will be reviewed. Content deemed inappropriate may be removed. However, the Library is not obligated to take any such actions and will not be responsible or liable for content posted by users of the Library sites or social media platforms.

A. Social Media Usage Rules

- a. The Library operates and maintains social media sites as a public service to provide information regarding Library services, programs, materials, events and activities. Although the Library welcomes the comments, posts and messages of other social media users that relate to the Library and/or its programs, and recognizes and respects differences in opinion, the social media sites are limited public forums and are subject to review by Library staff members. At the Library's sole discretion, the Library may turn off or limit any features that allow comments about or reactions to the Library's social media accounts.
- b. The Library reserves the right to (but is not required to) remove any comment, post or message that it deems in violation of this Policy. The Rules are as follows:
 - i. Privacy: Users should have no expectation of privacy when commenting on the Library posts or tagging the Library. Comments and posts may be read by anyone once posted, regardless of one's friends, followers or subscribers list. The Library advises users against posting their personal information or contact information on social media sites. Comments and posts may also be subject to disclosure under the Freedom of Information Act.
 - ii. Library's Rights: The Library reserves the right to reproduce comments and posts tagging the Library in other public venues (ex: testimonials). Reproductions of this nature may be edited for space or content, but the original intent of the comment or post will be maintained.
 - iii. No Endorsement: The Library is not responsible for the content of posts made by third parties, including patrons, reviewers, advertisers and others who may post comments. Public posts by third parties do not reflect the positions of the Library, its employees or any individual Board member.
 - iv. Unauthorized Content: To ensure a healthy, safe space to discuss Library services, resources and events, content containing any of the

following may be removed immediately from any Library social media forum:

1. Obscene, illegal, sexually harassing, threatening speech or nudity (in comment or profile pictures).
 2. Any post that affects the safety and security of the Library, its properties, patrons and staff or creates a hostile work environment.
 3. Private or personal information, including phone numbers and addresses, or requests for personal information.
 4. Any statement by a user under a false name or any falsification of identity.
 5. Comments, links or information unrelated to the purpose of the limited public forum.
 6. Spam or other commercial messages.
 7. Any postings that would violate the Michigan Campaign Finance Act, The Library Privacy Act or other Michigan or federal laws.
 8. Solicitation of funds.
 9. Any comment, post or other content that violates any person's intellectual property rights, including but not limited to violations of the Copyright Act.
 10. Any information deemed harmful to minors in violation of the Michigan Library Privacy Act.
 11. Any post that violates any Library policy.
 12. Any images, links or other content that falls into the above categories.
 13. Any post that requires immediate action because the Library does not monitor its social media 24 hours a day.
 14. Any document, information, or image that would be considered a Library record that is posted without permission of the patron or person identified in that record. For example, no picture of a Library program shall be posted without permission of every person in that picture.
- c. Third Party Usage Rules: In addition, users are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate federal and state laws.
- d. General Complaints. The Library asks that individual user complaints be sent directly to a manager of a branch or the Director so that they can be addressed efficiently. Social media is not the mechanism used by the Library to document or address Library user problems and concerns, or influence Library policy, procedures, or programs.

B. Violations and Appeals of Usage Rules

The Library reserves the right to remove posts or comments that violate this Policy and to ban or block users responsible for such violations. To the extent that the Library has sufficient contact information, the Library will message users who have been

blocked or whose content is deleted to explain the issue and notify the person of the action. Any person who has been blocked or whose post or comment has been deleted has the right to appeal against that decision to the Library Board of Trustees. The appeal should be sent to the Library District Director within 10 business days of the

- a. decision to block or ban or
- b. deletion of the post or comment, whichever is applicable.

The Library Board of Trustees shall decide on the appeal.

C. Privacy Information

The Library takes very seriously the issue of patron privacy. We ask all patrons, including minors, using services on the website or on websites affiliated with the Library to limit the amount of personal information they provide. We do not require more personal information than is necessary to participate and providing additional information is optional.

We encourage everyone to be mindful of

- a. not revealing personal information online and
- b. asking for permission before giving their last name or personal information to any website.

The latter is particularly important for parents and caregivers to oversee and inform their children about the importance of privacy.

For details on privacy of user records, refer to Policy 2.1.

D. Third-Party Services

The Library enters into agreements with third parties to provide online services, digital collections and streaming media content, as well as to improve the website. When using some of these services, you may also connect with social networks and other users of these services.

Third-party services may gather and disclose your information, including:

- a. Personal identifiable information you knowingly provide, including when you register for the site, provide feedback and suggestions, request information or create shared content;
- b. Other information that could be used to identify you, such as your IP address, search history, location-based data and device ID;
- c. Non-personally identifiable information, such as your ad views, analytics, browser information (type and language), cookie data, date/time of your request, demographic data, hardware/software type, interaction data, serving domains, pageviews and the web page you have visited immediately prior to visiting the site; and
- d. Other data that third-party services may collect as described in the vendor's privacy policy and terms of use.

For more information on these services and the specific types of data that may be gathered and disclosed by each service, please refer to the Terms of Use and Privacy Policies for the services you use. You may choose not to use these third-party services if you do not accept their Terms of Use and Privacy Policies; please read them carefully. In cases where patrons leave the Library's website to visit one of its partners'

websites, patrons are encouraged to learn about the privacy policies of the websites they visit.

E. Cookies

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer, mobile phone or device browser from a website's computer and is stored on your device's hard drive. Each website can send its own cookie to your browser if your browser preferences are set to allow it. Many websites do this whenever a user visits their website to track online traffic flows. Websites also use cookies to customize your user experience to your preferences.

IADL uses cookies to verify that you are an authorized user in order to allow access to licensed IADL resources, to customize web pages for your use, to help make the website more useful to visitors and to learn about the number of visitors to the website and the types of technology that visitors use.

Some of the applications or external sites that you may be referred to from the Library web pages, devices or equipment also use cookies. For more information on the use of cookies by each service, please refer to the Terms of Use and Privacy Policies for the services you use. You may set the preferences in your web browser to refuse cookies or to tell you when a cookie is being sent. This may result in an inability to access some IADL services from computers outside the Library.

F. Privacy Statement for iadlib.org

www.iadlib.org is the primary website used for online access to resources and information about services, including programs. Most of the information on iadlib.org may be used anonymously. Users with a valid Iosco-Arenac District Library card may log in to access additional information that is specific to their account and use of library services.

G. Commitment to Online Accessibility

www.iadlib.org is maintained in accordance with the Americans with Disabilities Act (ADA), which requires that public services and information be accessible to all individuals. To support this commitment, the site follows the Web Content Accessibility Guidelines (WCAG) 2.1, Level AA, the international standards for making online content accessible to people with disabilities.