

## Webster Public Library - Social Media Policy

### **Mission & Purpose**

The mission of the Webster Public Library is to "enhance our community's intellectual and creative pursuits by providing expertise in combination with an eclectic collection. We are committed to providing the highest quality of service at the greatest value in a comfortable and inclusive environment."

In keeping with this mission, this policy serves to create a framework which will govern Webster Public Library's communications in online venues, defined here as any mode of online publication and commentary including (but not limited to) social media sites. The library uses online tools to reach out and be more easily accessible to current library users. While social media allows the library and its users to interact and share information, ideas, and opinions on a range of topics related to the library's mission and activities, this policy will guide those interactions to ensure that the online environment remains "comfortable and inclusive" to everyone involved in accordance with our mission statement.

### **Rights & Responsibilities of the Library**

The library's social media sites serve as "limited public forums," in accordance with the First Amendment. Comments and posts will be moderated by library staff for content and relevancy. *The library reserves the right to deny or remove any comments, tags, and/or images that violate the law, the rights of any third party, or library policies. The library reserves the right to ban or block users who have posted in violation of this policy.*

The library is not responsible for the content on the pages of friends, fans, or followers of the library. The library does not endorse or review content of third-party sites. Furthermore, the library is not responsible for, and does not endorse, the content posted by library staff members on their own, personal, social media accounts.

### **User Responsibilities and Use Restriction**

*User<sup>^</sup> of all ages have the responsibility to protect their privacy* and should not post personally identifying information, such as last name, school, age, phone number and address. The library does not act in place of a parent or guardian.

By participating in library programs, visitors consent to having their image taken for library marketing purposes. Our library users may at any time contact library staff to request that their image (or that of minors in their care) be either not used or removed from the library's online forum.

Users may not post comments, tags, or images that impinge on another's privacy or that may be considered objectionable or inflammatory. Violations include, but are not limited to:

- off-topic and/or disruptive posts
- commercial promotions or spam
- duplicated posts from the same individual
- threatening language and personal attacks
- private, personal information published without consent
- obscene or libelous content
- partisan political advocacy
- posts that violate library policies
- posts which violate local, state, or federal laws, including intellectual property and copyright laws
- posts which discriminate on the basis of race, appearance, religion, national origin, sex, gender, non-gender, disability, age, sexual orientation, creed, or ancestry
- posts which are sexually harassing, including epithets, slurs, negative stereotyping, sexual rumors, derogatory comments about an individual's body or appearance, unwelcome compliments on physical appearance, innuendos, suggestions, or jokes

Comments of such nature will be immediately removed by the staff moderator, and users who repeatedly violate this section of the policy will be blocked from the library's social media sites.

#### **Right to Discontinue Services**

Webster Public Library maintains an active social media presence as a service to the public. The library will periodically evaluate the role and public use of its online platforms, and social media accounts or pages may be deactivated at any time.

Approved by the Board of Trustees 01-09-19