



Social Media Policy

Purpose

The Social Media Policy's purpose is to establish guidelines and best practices to be used when posting on social media accounts of the library. The intention of these social media accounts is to share knowledge; resources; information about services, collections, events, and programs; and Webster community information. Social Media platforms may include community-created content sites such as blogs, website, forums, wikis, social networks (Facebook, Instagram, Twitter, etc.) and other content sharing sites.

Procedures

- The Social Media Committee, overseen by the Library Director, will be the managing authority of all social media accounts associated with the library. All social media accounts are created with the permission of the Social Media Committee. Similarly, changing the name, passwords, avatar, profile pictures, and other settings of the social media accounts must be approved by the Social Media Committee.
- All content is subject to being edited or deleted by the Social Media Committee.
- All social media sites and content shall be regularly monitored and updated as time allows by the Social Media Committee.

Staff Responsibilities:

When posting on the library's social media accounts, staff will:

- Always conduct themselves with professionalism and integrity as an online representative of the library.
- Comment, like, and share pages and posts from member libraries and other community organizations.
- When sharing information, conduct proper research prior to posting and post from reliable sources.
- Not represent any posting or statement as official policy unless it has been explicitly approved by the Social Media Committee and/or the Library Director.
- Observe and abide by all copyright, trademark, and service mark restrictions in posting materials.
- Not make statements about patrons or post, transmit, or otherwise disseminate confidential information.
- Not conduct personal business or activities on library social media accounts.
- Not link materials from employee personal social media accounts to the library's social media accounts.

All staff that have access to the library's social media accounts are required to complete training to ensure that they are aware of the goals and objectives established for the social media accounts of the library, how the library uses those accounts, and what kinds of connections we are attempting to build between the library and community through social media. This training will include an explanation of the library's brand promise, brand essence, brand personality, and target audiences.

The Social Media Committee and the Library Director will have full administrative rights to the social media pages. Other staff that has been trained on social media protocol will have editor rights. Administrators and editors will adhere to the following guidelines when posting on social media:

Appropriate Content for Staff to Post:

- Notices of upcoming meetings, programs, or events being held at the library
- Information about MCLS services, current trends, or technologies
- Promotion and reposts from credible related library affiliates
- Job postings
- Notices of program cancellations or service disruptions
- Training and educational opportunities open to the public
- Photos of library collections, displays, staff, or events and programs, posted in a timely manner and tagged/described accurately
- All other content must be approved by the Social Media Committee

Public Terms of Use

- Public users should have no expectation of privacy in posting on the library's sponsored social media platforms.
- Social media accounts may be considered public records.
- By choosing to comment or post on the library's social media sites, public users agree to give the library permission to use the content of any posting without compensation or liability.
- The library reserves the right to delete posts that are of the following nature:
 - Users may not post comments, tags, and 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
 - Copyright infringement/plagiarized material
 - Political advocacy
 - Posts that violate laws or library policies

- 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
- Repeat offenders will be removed from the library's social media resources at the discretion of the Social Media Committee and/or the Library Director.

Photos and Videos

The library is a public space where members of the community come to use our resources and attend programs. Photographs and/or video may be taken at any time in order to promote the library, its events, staff, and resources.

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 not used or removed from the library's online forum.

Reporting Violations:

Social media users may report violations of this policy to the Library Director. Any user who feels they have been unfairly banned from the library's social media resources may file an appeal in writing with the library Board of Trustees. Appeals will be reviewed at the next regular meeting of the Board provided the appeal has been received seven days prior to the meeting.

Disclaimer:

The library is not responsible or liable for the content of postings by third parties on any of Webster Public Library's sponsored social media site. Postings do not reflect the opinions or positions of the library, its employees, or its Board of Trustees.

Adopted by the Webster Public Library Board of Trustees on 06-12-2019