

New Hartford Public Library Social Media Policy

Purpose

To establish rules, procedures and best practices for the use of social media websites and social media resources for the New Hartford Public Library. Social Media refers to community created content sites such as blogs, website, forums, wikis, social networks (Facebook, Twitter, etc.) and other content sharing sites that allow public feedback and sharing on the web. It includes:

- Material created by the New Hartford Public Library and maintained by library staff.
- Material created by library staff on sites hosted and created by the library.
- Material created on other social media sites when acting as a library employee.

Goals and Objectives

The following guidelines may help direct the New Hartford Public Library's overall goals and objectives:

- Promote specific programs and initiatives through meaningful engagement with the public.
- Provide patrons with an additional means to interact with the New Hartford Public Library.
- Begin and sustain conversations with the general public, communities of interest, and individuals.
- Complement and integrate with other communication tools for wider message distribution.

Procedures

- The Library Director will be the managing authority. All social media accounts are created only with the permission of the Library Director. Similarly, changing the name, passwords, avatar, profile pictures and other settings to the social media accounts must be approved by the Library Director.
- All content is subject to being edited or deleted by the Library Director.
- If possible, each social media page should be linked to the New Hartford Public Library's official website.

- All social media sites and content shall be monitored and updated as time allows by approved library staff. Routine monitoring of social media sites is expected in order to preserve the professionalism and integrity of the sites.
- Roles and responsibilities of staff managing social media accounts will be clearly defined.

Staff Responsibilities:

When posting material and comments on social media, New Hartford Public Library staff will:

- Always conduct themselves with professionalism and integrity as an online representative of New Hartford Public Library.
- Comment, like and share pages and posts from member library and other community organizations.
- Post from reliable sources and conduct proper research prior to posting.
- Not represent any posting or statement as official policy unless it has been explicitly approved by 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 spend an inordinate amount of time on social media resources. This will be monitored by the Library Director or direct supervisor.
- Not link materials from employee personal social media accounts to the New Hartford Public Library social media accounts.
- Not provide advice to patrons about medical, legal, financial, investment or other similar matters.
- Not refer to Library staff or Trustees by name or identifiable position unless prior permission has been obtained.
- Not remove comments on the basis of their disagreement with a post's content or viewpoint. Comments will be posted in their entirety unless they are deemed inappropriate.
- Use common sense and good judgement must be used at all times. Postings must be reviewed for erroneous, illegal, obscene, defamatory, or threatening material.

Appropriate Content for Staff to Post:

- Notices of upcoming meetings, programs or events.
- Information about system services, trends or technologies.
- Promotion and reposts from credible related library affiliates.
- Press releases.
- Job postings.
- Notices of program cancellations or service disruptions.
- Training and educational opportunities open to the public.
- Photos from events.

- All other content must be approved by the Library Director.

Public Terms of Use

- Public users should have no expectation of privacy in posting on New Hartford Public Library sponsored social media sites.
- New Hartford Public Library social media resources may be considered public records.
- By choosing to comment or post on the library's social media sites, public users agree to give New Hartford Public Library permission to use the content of any posting without compensation or liability on part of New Hartford Public Library.
- New Hartford Public 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.
 - Repeat offenders will be removed from New Hartford Public Library social media resources.

Photos and Videos

Since New Hartford Public Library is a public building, attendees at library sponsored programs do not have a reasonable expectation of privacy. Photographs/video may be taken during any event. These photographs and videos may be posted on library maintained social media accounts or included in press releases.

An announcement will be made at each event that staff will be taking photos/video: *"Programs, events, and classes may be photographed or videoed for promotional purposes. Please notify New Hartford Public Library staff if you prefer not to be photographed."*

Reporting Violations:

Library staff and users may report violations of this policy to the Library Director.

Any user who feels they have been unfairly banned from the New Hartford Public Library's social media resources may file an appeal in writing with the Library Board. Appeals will be reviewed at the next regular meeting of the Board provided the appeal has been received seven days prior to the meeting.

New Social Platforms

New social media accounts will be created by or with the authority of the Library Director. Not every social media platform will be appropriate for the Library. Each platform requires a different level of management and engagement. Some platforms may not be used depending on target audience and staff availability to oversee accounts.

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

Approved by the New Hartford Public Library Board of Trustees June 25, 2018. The New Hartford Public Library Board of Trustees reserves the right to amend this policy with no prior notice.