

## Apalachin Library Social Media Policy

### **Purpose:**

This policy governs the Apalachin Library's participation in online and social media forums, sites, or services, defined here as any facility for online publication and commentary, including but not limited to blogs, wikis, and social networking sites. The Library makes use of these tools to reach out and be more easily accessible to current and potential library users. Social media allow the library to meet users 'where they are', and give the staff and public a convenient way to interact and share information, ideas and opinions on a range of topics related to the library operations, collections, and services.

### **Rights and Responsibilities of the Library:**

The Library's social media sites serve as "limited public forums." The Library sets rules for use of its online forums and social media sites, just as it does for use of its other resources and communications. Comments, posts, or other communications may be moderated by Library staff for content and relevancy. ***The Library reserves the right to deny or remove any content, such as comments, tags, or images, for any reason, that violate the law, the rights of any third party, or Library policies.***

The Apalachin Library is not responsible for the content on the pages of friends, users, or followers of the Library. The Library does not endorse or review content of third-party sites.

The Apalachin Library reserves the right to republish posts from our social media accounts to our library website, newsletter, or other media consistent with library operations.

### **Users Responsibilities and Use Restrictions:**

***Users 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 or address, social security numbers, date of birth, or driver's license number, etc. The Apalachin Library does not act as, or in the absence of, a parent.

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, advertising, or spam
- Duplicated posts from the same individual
- Threatening language and personal attacks
- Private, personal information of others without consent
- Obscene or libelous content
- Copyright infringed or plagiarized material
- Political advocacy
- Posts that violate laws or library policies

The Apalachin Library Director will periodically evaluate the role and utility of its online venues and social media, any of which may be terminated at any time.

### **Staff Responsibilities:**

The Apalachin Library Director may monitor staff posts on all library related online and social media forums, sites, or services to assure the library is represented with professionalism and integrity.

Approved by the Apalachin Board of Trustees

Date: April 19, 2016

