

## **SOCIAL MEDIA POLICY LEOMINSTER PUBLIC LIBRARY**

**Rationale:** The Leominster Public Library engages patrons through social media platforms as well as a host of other communications tools. This policy is to inform users and administrators of the rules and regulations regarding official Leominster Public Library social media.

**Policy Statement:** Social media provides a valuable and timely way for the Leominster Public Library to share information and promote library news, events, projects, and services. It also serves to inspire conversation and expand the Library's connection with the community. Social media is one of several tools used for the sharing of library information.

Social media platforms used and posts made by the library will be developed to enhance or provide more effective means of delivery of library functions, such as:

- Community outreach, marketing, and publicity
- Education in the use of library resources
- Readers' advisory services
- Information and reference services
- Library events and services
- Notice of volunteer or employment opportunities at the library
- Sharing of important City and community information
- Other library-related uses as deemed appropriate

Content from other sources may be shared or reported if it seems of interest to the community. Sharing of other sources does not necessarily constitute an endorsement or guarantee of accuracy by the Library.

All official Leominster Public Library presences on social media platforms are considered an extension of the organization and are governed by the organization's policies, including but not limited to the Code of Conduct, the Computer and Internet Use Policy, and the Customer Services Policy. By choosing to view, engage with, comment on, or otherwise use Leominster Public Library-sponsored social media, users agree to abide by these policies.

**Public Terms of Use:** When engaging with the Library over social media, users give the Library permission to access, monitor, and read any postings on the platform.

The Library welcomes comments, posts, and messages of the community and recognizes and respects differences in opinion. Public posts made by users do not necessarily reflect the views of the Leominster Public Library, its employees, or the City of Leominster. All comments, posts, and messages will be periodically reviewed, and the Library reserves the right to remove any comment, post, or message that is:

- Substantially off-topic or unrelated to the original post
- Using defamatory, demeaning, vulgar, offensive, threatening, or harassing language
- Designed to advertise, promote, or solicit
- Revealing of private or personal information, including phone numbers or addresses, or requests for personal information

*CREATED: 9/10/20*

*REVISED: 01/07/22*

*ADOPTED BY THE BOARD OF TRUSTEES: 01/10/22*

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- Fraudulent, including impersonating someone else or misrepresenting the identify of the user
- Spam
- Promoting or opposing current ballot questions or persons seeking office, unless directly related to a Library program, event, or resource
- A suspected violation of copyright law

The Library reserves the right to reproduce comments, posts, and messages in other public venues without compensation or liability on the part of the Library. Such reproductions may be edited for space or content while retaining the original meaning of the post.

The Library is not responsible for enforcing restrictions which a parent or guardian may place on a dependent's use of this resource.

Social media platforms that the Library uses may have their own policies and restrictions beyond those set by the Library. Users are expected to abide by the terms and conditions set by third-party social media platforms as well as to follow appropriate Federal and State Laws.

**Staff Terms of Use:** Library staff using social media are responsible for regularly reviewing and following the Leominster Public Library Social Media Policy.

Employees posting on personal social media accounts may not claim or imply that they are speaking on the library's behalf. The views expressed on staff members' personal social media accounts do not necessarily reflect the views of the Leominster Public Library or the City of Leominster.

Library employees must have the permission of the Library Director before signing the Library up for an account on a social media platform. The Chair and Vice-Chair of the Board of Trustees will be informed when the Library signs up for a social media platform, and the full Board of Trustees will be informed at the next regularly scheduled meeting of the Board of Trustees.

Social media posts must be reviewed and approved by the Library Director or their appointed designee prior to publication.

Before posting photos of patrons, Library staff must obtain written consent from the patron or from their parent or guardian as appropriate.