

## **Social Media Policy and Guidelines**

### **General Objective Policy**

In keeping with the mission of inspiring intellect, curiosity and imagination, the Milford Public Library recognizes the value in social networking to connect with its library users by providing information and resources beyond the physical library. The Library regards online social software information and interactions equal to other information resources at the Library, and is meant to encourage conversations with staff and other library users.

The content of our social media will be created by Milford Public Library staff. Much of the content will relate to libraries, books and other Library related materials, as well as to Library programs, events, photos and/or images, or special topics that the Library is discussing or promoting. Positive interaction with community members will be promoted on our social media to foster an atmosphere of education and learning.

These guidelines are created to supplement, not replace, existing Library policies.

### **General Policy**

The Library does not collect, maintain or otherwise use the personal information stored on any third party site in any way other than to communicate with users on that site, unless permission is granted by users.

Comments and postings from the public are allowed, but they will be reviewed by library staff for appropriateness. Library staff reserves the right to review all comments and postings and delete comments that are inconsistent with the content created by the Library staff. Staff may block the person who posts inconsistent comments or other material from posting any further information to the Library's social media sites, but only after said person has received one warning that they are violating the policies contained herein. Comments or postings that fall within any of the following categories will be deleted by Library staff and/or lead to a warning and then a ban on posting by an individual who does not adhere to the guidelines:

- Obscene, sexist, homophobic, racist, bigoted or violent in content
- Personal attacks, insults, or threatening language
- Potentially libelous
- Plagiarized or copy-written material without permission or authority from the copyright holder
- Private, personal information published without consent or authority
- Comments, postings, and/or hyperlinks not related to the content created by the library staff, including political content
- Advertisement and solicitations not expressly permitted by the library
- Photos, videos or other images that fall in any of the above categories

Because there can be no expectation of privacy, the Library does not condone posting personal information to our social media platforms.

Photos taken at Library events, by Library staff, may be used for social media and/or promotional purposes.

The Milford Public Library reserves the right to edit or modify postings or comments for space and content, while retaining the intent of the original post. The Library reserves the right to reproduce comments, posts and messages in other public venues.

Any social media user who has been banned or had a message/content deleted may appeal this decision, in writing or email, to the Library Director. The Library Director may affirm or reverse staff's decision within 30 days of receiving the written appeal.

A staff member will be designated to monitor and maintain all Library social media for content, structure and updates. While postings and comments will be regularly reviewed, they cannot be continuously monitored. The Library's official account may follow, share, or post to any organization relevant or pertinent to the Library.

#### **Twitter**

*All the aforementioned policies and guidelines.*

The Library will monitor Twitter daily during normal library operating hours and update as close to daily or better as possible. The Library may decide to stop following a person on Twitter if they have violated the Library's general social media policy.

#### **Facebook**

*All the aforementioned policies and guidelines.*

The Library's Facebook account will be monitored daily during normal library operating hours and will update on a daily basis when possible. Content posted by users that violates the Library's general social media policy can be removed and the user banned from posting. If content is deleted, the Library will send a private message to that user explaining that their content violated the Library's social media policies. They will also be directed to the Library Director if they wish to appeal.

#### **Instagram**

*All the aforementioned policies and guidelines.*

The Library's Instagram account will be monitored daily during normal library operating hours and will update on a daily basis when possible. Content posted by users that violates the Library's general social media policy will be removed and the user banned from posting. If content is deleted, the Library will send a private message to that user explaining that their content violated the Library's social media policies. They will also be directed to the Library Director if they wish to appeal.

#### **YouTube**

*All the aforementioned policies and guidelines.*

The Library's YouTube account will be monitored daily during normal library operating hours and updated when appropriate. Content posted by users that violates the Library's general social media policy will be removed and the user banned from posting. If content is deleted, the Library will send a private message to that user explaining that their content violated the

Library's social media policies. They will also be directed to the Library Director if they wish to appeal.

**By choosing to comment and/or utilize the above sites, users of the Milford Public Library's social media sites agree to these guidelines.**

**Employee Postings:**

Library employees are not prohibited from posting on the Library's social media sites during their personal time outside of work. The Library recognizes that public employees do not surrender all their First Amendment rights by reason of their employment and that the First Amendment protects a public employee's right, in certain circumstances, to speak as a citizen addressing matters of public concern. However, when a public employee makes statements pursuant to their official duties, the employee is not speaking as a citizen for First Amendment purposes, and the Constitution does not insulate his or her communications from potential discipline by the Library. Employees must be aware that information they display or comments they make on the Library's social media sites may be viewed by other users as representing official Library sponsored information or comments. Therefore, in utilizing Library social media websites, employees must follow the guidelines set forth in this policy.