

East Longmeadow Public Library

Social Media Policy

Purpose:

This policy establishes guidelines for the creation and use of the East Longmeadow Public Library's social media sites. For purposes of this policy, "Social Media" is understood to be content created by individuals, using accessible, expandable and upgradable publishing technologies, through and on the Internet. Examples of Social Media include Facebook, Twitter, Google+, blogs, and LinkedIn. For purposes of this policy, "Content" includes comment, information, articles, pictures, videos or any other form of communicative content posted on East Longmeadow Public Library's Social Media sites.

The East Longmeadow Public Library has an overriding interest and expectation in deciding what is "spoken" on behalf of the East Longmeadow Public Library on its social media sites.

Social Media Software is defined as any web application, site or account created and maintained by the East Longmeadow Public Library which facilitates an environment for library staff and library users to share information and opinions about library related subjects or issues in a truly interactive way.

Social Media will be used to improve interactions between the East Longmeadow Public Library, its active users, and the larger on-line and self-selected community to both increase the number of library users as well as improve the quality of their library experience.

Policy:

Library staff will post information about library activities, discussion groups, etc. to keep library patrons better informed and to provide patrons the opportunity to provide solicited or unsolicited feedback to library staff and other patrons. Comments, posts and messages are welcome on the East Longmeadow Public Library social networking sites which include, but are not limited to: Facebook, Twitter, Pinterest and/or others.

The East Longmeadow Public Library reserves the right to monitor content before it is posted on all of its social software web sites and accounts and to modify, restrict, or remove any content that is deemed in violation of this Social Media Policy or any applicable laws, rules, regulations or policies. The East Longmeadow Public Library also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary. Notwithstanding the foregoing, the East Longmeadow Public Library is not obligated to take any such actions, and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the service. Therefore, the East Longmeadow Public Library recommends users consider the following:

- All East Longmeadow Public Library Social Media sites shall adhere to applicable federal, state and local laws, rules, regulations and policies.
- This Social Media Policy may be updated from time to time and amended at the discretion of the East Longmeadow Board of Library Trustees and Town Manager.
- Be cautious and vigilant when using any form of social media.
- Create and post messages that demonstrate forethought, insight and/or enhance the content of a subject.
- Ensure your comments/responses are respectful towards others at all times.
- Review your written statement(s) to avoid misinterpretation by other individuals prior to submitting comments, posts, and messages.

As a public entity the East Longmeadow Public Library will abide by certain standards, including those standards detailed below, to serve all its constituents in a civil and unbiased manner.

Content perceived as containing any of the following, but not limited to, inappropriate forms of content shall not be permitted on the East Longmeadow Public Library's Social Media sites and is subject to removal and/or restriction by site administrators, the Library Director, or their designees:

- Profane, obscene, violent or pornographic content and/or language;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, national origin, sex, gender, disability, sexual orientation, gender identity, genetic information, religion, age, family status, military status, or source of income;
- Personal attacks, insults or threatening language
- Potentially libelous statements
- Plagiarized materials
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam
- Content in support of, or opposition to any political campaigns or ballot measures;
- Conduct in violation of any federal, state, or local law, rule or regulation;
- Encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Any other content deemed inappropriate by the East Longmeadow Public Library.

The East Longmeadow Public Library reserves the right to deny access to East Longmeadow Public Library's Social Media sites to any person who violates the East Longmeadow Public Library's Social Media Policy, at any time and without prior notice.

By posting content, the user agrees to indemnify the East Longmeadow Public Library, and its officers, and employees from and against all liabilities, judgments, damages, and costs incurred (including attorney's fees) which arise out of or are related to the posted content. Forums and messaging may not be used for commercial purposes or for partisan political activity.

As with more traditional resources, the Library does not act in place of or in the absence of a parent and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of the resource.

User's Responsibility and Use Restrictions:

There is no expectation of privacy in postings on Library sponsored social media sites. Users of all ages have a responsibility to protect their privacy and should not post personal identifying information such as: last name, school, age, phone number or address. By posting on the Library's social media sites, users give the Library permission to utilize a user's name, profile picture and content of any posting made without compensation or liability on the part of the Library.

This policy applies to all patrons, whether or not registered with the East Longmeadow Public Library.

If any user does not agree to these terms, he or she is not to use the service, as violation of the terms can lead to legal liability.

Disclaimer:

All social media sites used by the Library contain the following disclaimer:

This site is for discussion purposes only. Any views expressed on this site are those of the individual author only. Third party content found on this site does not represent the official views of the East Longmeadow Public Library. The East Longmeadow Public Library accepts no liability for the content of this site.

Library staff will periodically evaluate the role and utility of its online social networking sites, which may be terminated at any time without notice to subscribers.

Approved by the Board of Library Trustees February 21, 2018