

PURPOSE:

The East Longmeadow Public Library uses social media to further extend the Library's mission and vision to support lifelong learning, literacy, and cultural enrichment by providing access to information, knowledge and ideas through its collections, services and programs.

The Board of Library Trustees, the Library Director, and Library Staff recognize the responsibility of East Longmeadow Public Library to support diverse points of view on different topics. The Social Media Policy is intended to provide guidance for the development and presentation of social media content, which anticipate and meet the needs of our patrons. The American Library Association's Library Bill of Rights, the Freedom to Read Statement, the Freedom to View Statement, and the First Amendment and Censorship have been endorsed by the East Longmeadow Board of Library Trustees and are an integral part of this policy.

(see Appendix)

SOCIAL MEDIA DEFINITION:

In the context of this policy, "social media" 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 to share information about library related subjects or issues. Examples of such sites include, but are not limited to, Facebook, X, TikTok, YouTube, and Instagram. For purposes of this policy, "content" is anything posted on East Longmeadow Public Library's social media sites, including comments, articles, pictures, videos, or any other form of communicative information.

RESPONSIBILITY FOR SOCIAL MEDIA CONTENT:

The ultimate responsibility for social media content, as with all library resources and services, rests with the Library Director, who operates within the framework of policies determined by the East Longmeadow Board of Library Trustees. The Library Director delegates social media content responsibility to other members of the professional staff.

The process of content development and distribution involves the experience and knowledge of those staff members so designated by the Library Director. The East Longmeadow Public Library uses social media to develop and share content about library programs, services, resources, collections, and outreach to keep library patrons informed of library happenings.

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

**USER RESPONSIBILITY:**

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. Responsibility for a child's reading, listening or viewing material rests solely with their parent or guardian. As stated in Free Access to Libraries for Minors: An Interpretation of the Library Bill of Rights, "Libraries and their governing bodies cannot assume the role of parents or the functions of parental authority in the private relationship between parent and child. Libraries and their governing bodies shall ensure that only parents and guardians have the right and the responsibility to determine their children's – and only their children's – access to library resources. Parents and guardians who do not want their children to have access to specific library services, materials, or facilities should so advise their own children."

(see Appendix)

There is no expectation of privacy on the East Longmeadow Public Library's social media sites. Users of all ages have a responsibility to protect their privacy. Users should be aware that third party websites have their own privacy policies and should proceed accordingly. Any posting made on the Library's social media sites may be used by the Library without compensation or liability on the part of the Library. The Library does not collect, maintain or otherwise use the personal information stored on any third party social networking site in any way other than to communicate with users on that site, unless granted permission by users for Library contact outside the site. The purpose for contact outside the site may include program promotion, volunteer opportunities, reference help, or other similar activities.

If any user does not agree to the terms of this policy (and all other Library policies), they should not use the service.

**DISCLAIMER:**

Third party content found on East Longmeadow Public Library's social media sites do not represent the official views of the East Longmeadow Public Library. The East Longmeadow Public Library accepts no liability for such content.

Content perceived as containing any of the following, but not limited to, inappropriate forms of content shall be considered in violation of this policy:

- Conduct in violation of any federal, state, or local law, rule or regulation
- Information that may tend to compromise the safety or security of the public or public systems
- Encouragement of illegal activity
- Private, personal information published without consent
- 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
- Profane, obscene, violent or pornographic content and/or language
- Personal attacks, insults or threatening language
- Potentially libelous statements
- Plagiarized materials
- Content in support of, or opposition to, any political campaigns or ballot measures
- Commercial promotions or spam
- Comments unrelated to the content of the forum
- Hyperlinks to material that is not related to the discussion
- Any other content deemed inappropriate by the East Longmeadow Public Library.

The East Longmeadow Public Library reserves the right to report to the social media platform and/or 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.

The Library may disable comments on some library posts.

The Social Media Policy is subject to review and amendment by the Board of Library Trustees.

*Approved by the Board of Library Trustees, February, 2018*

*Amended by the Board of Library Trustees, October, 2024*

APPENDIX:

American Library Association's Library Bill of Rights

<https://www.ala.org/advocacy/intfreedom/librarybill>

American Library Association's Freedom to Read Statement

<https://www.ala.org/advocacy/intfreedom/freedomreadstatement>

American Library Association's Freedom to View Statement

<https://www.ala.org/advocacy/intfreedom/freedomviewstatement>

American Library Association's The First Amendment and Censorship

<https://www.ala.org/advocacy/intfreedom/censorship/>

American Library Association's Free Access to Libraries for Minors: An Interpretation of the Library Bill of Rights

<https://www.ala.org/advocacy/intfreedom/librarybill/interpretations/minors>