

Dunham Public Library Social Media Policy

Purpose

Social media provides a valuable and timely way for Dunham Public Library to disseminate information about and promote library news, events, projects and services. It also serves to inspire conversation and expand the Library's connection with the community. Dunham Public Library regards Social Media as equally important as any other venue for the dissemination of library information.

Definition of Social Media

Social media is defined as any web application, site, or account created and maintained by Dunham Public Library.

Usage Rules

Dunham Public Library welcomes the comments, posts, and messages of the community and recognizes and respects differences in opinion. However, all comments, posts, and messages will be periodically reviewed and Dunham Public Library reserves the right to, but is not required to, remove any comment, post, or message that it deems inappropriate or off-topic.

Dunham Public Library is not responsible for or liable for any content posted by any participant in a Library social media forum who is not a member of the Library's staff.

Users should have no expectation of privacy in postings on Library sponsored social media sites; by using such sites, you consent to the Library's right to access, monitor, and read any postings on those sites. Users must understand that social media is permanent, retrievable, and public. Messages can potentially be read by anyone once posted, regardless of status on Friends, Follower, or Subscriber List. The Library recommends that users do not post their personal information or contact information on social media sites.

The Library reserves the right to reproduce comments, posts and messages in other public venues; such reproduction may be edited for space or content while retaining the original intent of the post.

Content containing any of the following will be removed immediately from any Dunham Public Library social media forum:

- Obscene content or hate speech
- Discriminatory comments (including, but not limited to: racist, sexist, homophobic, xenophobic, ableist, classist, and/or comments biased against a religion)
- Personal attacks, insults, or threatening language
- Private or personal information, including phone numbers and addresses, or requests for personal information
- Potentially libelous statements
- Falsification of identity
- Plagiarized material

- Comments, links, or information unrelated to the purpose of the forum
- Spam or other commercial, political, or religious messages unrelated to the Library or its social media postings
- Solicitation of funds
- Any images, links, or other content that falls into the above categories

The Library reserves the right to ban or block users who have posted in violation of this policy.

In addition, users are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate Federal and State Law.

The Library asks that individual user complaints be addressed directly to the Library Administration so they can be addressed quickly and specifically. Social Media is not the mechanism used by the Library to document or address Library user problems and concerns, or influence Library policy, procedures, or programs.

Staff Usage of Social Media

Designated staff may maintain library social media accounts as part of their assigned duties. The library does not restrict the right of employees to use personal social media outside of work. However, employees must be aware that statements made on social media pursuant to their official duties may be viewed by others as library sponsored information or opinions. Employee behavior online, as offline, is subject to the disciplinary guideline.

Review Policy for Postings to Social Media:

Staff assigned to maintain social media accounts will post independently when content is forwarded from the American Library Association, New York Library Association, Central Library Resources Council, Mid York Library System, other government or community organizations the library networks with to maintain our online community. If the post contains original copy, the procedure will be to have at least two librarians proof read the press release.

Board approved on September 8, 2020