

XI. SOCIAL MEDIA POLICY

Purpose:

The Stewart B Lang Memorial Library uses social media as an enhancement to communication, collaboration and information exchange between staff, library users and the general public.

Library social media offerings may include information regarding library programs and events, library services, collections, projects, policy and procedures, and useful and entertaining information.

Social media is defined as any online forum that allows users to share information and may include, but are not limited to, social networking, instant messaging, blogging, posts and community reviews.

Library Social Media Content:

Library employees will regularly create, post, and share current professional content by using social media. Designated staff members will have access to library social media accounts to manage the following types of content and features:

- Notice of library events, meetings, programs and community events
- Photographs and videos from these events
- Links to articles, publishing, books, reading and other library related content
- Information about library related services
- Highlights of special collections

Public Social Media Content:

The library welcomes public comments, posts and messages. Library personnel will review this content to ensure it is permissible on its social pages. The library reserves the right to modify or remove any comments or postings that it deems to be:

- Off topic or disruptive
- Commercial promotions or spam
- Duplicated posts
- Threatening language and personal attacks

- Private, personal information
- Obscene or libelous content
- Racist, sexist, ageist, homophobic or ethnically demeaning
- Political advocacy
- Copyright infringement/plagiarized materials
- Post violating library policy

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