

# **SOCIAL MEDIA POLICY**

## **PURPOSE**

The North Manchester Public Library (NMPL) has established social media sites primarily to inform library users about library programs, resources, and events including those co-sponsored with other organizations. Library social media sites encourage dialogue and exchange of information between users and library staff. Library social media sites include any online forum/site, web application, or account created and/or maintained by the North Manchester Public Library or its agents, which permit users to communicate with others users through postings. They include but are not limited to Facebook, Twitter, Google+, Pinterest, Instagram, blogs, wiki, YouTube, and TikTok. The NMPL Social Media Policy applies to all patrons, whether registered with the North Manchester Public Library or not.

The NMPL is committed to ensuring employee use of social media does not violate federal, state, privacy, copyright, defamation or discrimination laws. NMPL is also committed to protecting our relationships with other organizations, our confidential and proprietary information, and reflecting our professional status favorably as public employees and administrators.

This policy is not intended to restrict your legal rights. It is intended to guide you in making responsible decisions about your use of social media. This policy will not be applied or construed in any way that might limit or improperly interfere with any applicable legal rights of employees.

## **LIABILITY**

The library shall not be held liable for any damages resulting from a user's use of the library's social media accounts. All users of the library's social media accounts agree to release and hold the library harmless from any and all uses of action relating to a user's use of the library social media accounts.

## **POLICY FOR LIBRARY EMPLOYEES AND VOLUNTEERS USE OF LIBRARY ACCOUNTS**

Only library personnel designated by the library administrator are authorized to post on library social media accounts. Library personnel who use the library's social media accounts are bound to observe the following guidelines:

- Library personnel who use the library's social media accounts must follow the NMPL Policies and all other applicable policies.
- Library personnel cannot use the library's social media account to advocate for or against any issue, position, or cause, especially but not limited to those of a political or religious nature.

## **POSTING ON SOCIAL MEDIA (PATRONS/USERS)**

NMPL permits patrons to comment on library posts, and share opinions about library-related subjects, resources, and programs. Postings by patrons/users do not indicate library endorsement of the ideas, issues, or opinions expressed in posts on library social media sites. NMPL reserves the right to restrict or remove any content that is deemed to be in violation of this policy, or any applicable law.

Content and comments on the library's social media accounts containing any of the follow forms of content and postings shall not be allowed:

- Obscenity or pornography.
- Content that promotes, fosters, or perpetuates discrimination and/or harassment on the basis of race, creed, color, age, gender, marital status, religion, national origin, physical or mental disability, sexual orientation, ancestry, or other protected category.
- Slanderous, libelous, threatening or defamatory statements.
- Copyrighted or trademarked materials.
- Spam.
- Content not related to library business, programs, events, resources, and materials.
- Advertising or sale of merchandise or services.
- Charitable solicitations or political campaigning.

## **STAFF & EMPLOYEES PERSONAL USE OF SOCIAL MEDIA ACCOUNTS**

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Your personal online activity is your business. The following principles apply to professional use of social media on behalf of NMPL, as well as personal use of social media when referencing NMPL.

- Staff need to know and adhere to the NMPL Policies when using social media in reference to the library or library users.
- Staff must protect personal information entrusted to the library from distribution into the public domain.
- Social media use shouldn't interfere with employee's responsibilities at NMPL.