Social Media Policy

Almond 20th Century Club Library

The Almond 20th Century Club Library social media sites are intended to inform community members about programs, services, events and educational opportunities taking place at the Library within the Library's community, or Southern Tier Library System (STLS) member libraries. Our sites also encourage dialogue, the exchange of information and ideas between the Library, STLS member libraries and community members.

Social media is defined as any web application, site or account registered to the Library that facilitates the sharing of information and ideas about library – related subjects, community events or library system services. Social media formats include blogs, listservs, websites, social networks, and any other digital platforms that facilitate information exchange.

The Library reserves the right to create, edit and remove any content on its social media sites created by Library staff, member libraries or community members. Content comprises of posts, comments, messages and all other types of written, visual or audio content.

The Library strives to foster a positive, creative and healthy social media experience. Anyone who interacts with social media formats in contrast to this belief will be blocked from use. Content containing the following are against Library policy and will be removed:

- Slanderous, libelous, threatening or defamatory statements.
- Copyrighted or trademarked material.
- Spam.
- Content not related to STLS' mission, programs, events, resources, or materials.
- Advertising or sale of merchandise or services; or
- Charitable solicitations or political campaigning.
- Duplicated posts from the same individual.
- Inappropriate/obscene/off-topic posts, images, or comments.
- Specific and imminent threats.

The Library encourages community members and other STLS member libraries to comment on or share library posts. The sharing of ideas about related subjects, resources, and programs is also permitted. Comments or postings by community members and other libraries does not indicate Library endorsement. The library will not answer questions pertaining to Library Board matters through social media. These questions should be directed to the Library Board during Public Comment at a regular meeting.

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Community members and other STLS member libraries are responsible for their own content and should be aware that they may be held liable for commentary that is defamatory, obscene, proprietary, or libelous by any offended party, not just the Library. By choosing to comment on Library social media sites, individuals agree to these terms. The Library does not collect, maintain, or otherwise use personal information stored on any third-party social media sites, other than to communicate with users.

Library Staff Responsibilities

Employees who contribute to Library social media accounts shall present content in a professional manner, check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors, and check grammar and spelling before posting. Employees shall not discuss confidential, work-related matters through social media.

Content that is posted on Library-sponsored social media sites is subject to the Freedom of Information Act and records retention requirements.

Library staff are public employees and cautioned that content shared pursuant to official duties is not protected speech under the First Amendment and may form the basis for discipline if deemed a violation of Library policy or procedure. Employees shall keep in mind the following best practices.

When representing Library via social media, staff shall:

- Conduct themselves at all times as representatives of Library.
- Identify themselves by name as Library personnel, when appropriate.
- Not make statements about patrons, or post, transmit, or otherwise disseminate confidential information in violation of Library Confidentiality Policy.
- Not represent postings as official Library opinion or policy, unless this has been clearly approved by the Library Director.
- Not conduct political activities or personal business.
- Observe and abide by all copyright, trademark, and service mark restrictions in posting materials to social media.

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