

# Social Media Policy

The Skaneateles Library uses social media tools as an important 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, services, collections, news and projects, as well as useful and entertaining information. This policy governs the use of social media in three areas: employee use, account administration and account moderation.

For the purposes of this policy, “social media” refers to any website or online forum that allows for public feedback and sharing on the internet. This includes, but is not limited to, blogs, LinkedIn, community review sites, wikis, Facebook, Twitter, Instagram and YouTube.

## **Employee Social Media Use**

When staff use social media, behavior and content is not only a reflection of the staff member, but also of the library. This policy complements, rather than overrides, any existing requirements that staff act professionally, respectfully and honestly.

If an employee indicates on any social media that he or she is a Skaneateles Library employee, they must clearly state that the views expressed are solely the personal views of the employee and that they do not represent those of the library, patrons or suppliers.

Additionally, staff should not represent themselves as speaking on behalf of the Skaneateles Library unless granted express and specific permission to do so by the director.

All rules regarding confidential and proprietary library information apply in full to use of social media. Any information that cannot be disclosed through a conversation, a note or an email also cannot be disclosed through social media.

Staff should refer to the Employee Handbook for more detailed information pertaining to social media usage.

## **Administering Library Social Media**

Social media accounts representing the library are only created by Skaneateles Library staff through approval from the director.

All content is subject to being reviewed, edited or deleted by the director. Where possible, social media pages should use the library logo and link to the library’s official website. All library-sponsored social media accounts must have a minimum of two administrators, one of whom should be the library director.

The role of social media in relation to the mission of the Skaneateles Library will be evaluated periodically by the director and board of trustees and may be changed or terminated at any time at the discretion of the director as authorized by the board of trustees.

# APPROVED POLICY of the SKANEATELES LIBRARY ASSOCIATION

## **Account Moderation**

Posts and comments on the library's social media accounts are moderated by designated library staff, and the library reserves the right, within its sole discretion, not to post and to remove submissions or comments that are unlawful or violate the library's policies.

By utilizing and/or posting on the library's social media sites, users agree to comply with this policy.

## **Rules for Commenting and Posting**

The following rules apply to both staff and the public:

- Comments that contain illegal, abusive, vulgar, offensive, threatening or harassing language, personal attacks of any kind or offensive terms that target specific individuals or groups are prohibited. Individuals are fully responsible for libelous or defamatory comments.
- Comments and posts should be related to the issue or topic discussed.
- Duplicate posts from the same individual will be removed.
- Solicitation for donations, memberships or services requiring a fee for any non-library purpose is not allowed.
- Spam and commercial content will be removed. Links to sites that are not related to the discussion are viewed as spam and will result in the comment being removed.
- Individuals should not post anything that they do not have the right to post.
- The library is not responsible for patron-generated comments/content. A posted comment is the opinion of the poster only, and publication of a comment does not imply endorsement or agreement by the library.
- As with any library resource, parents and guardians are responsible for supervising their children's use of the library's social media sites.

## **Violations of this Policy**

Postings that the library, in its sole discretion, deems unpermitted under this policy may be removed in whole or in part by the library immediately upon discovery without prior notice.

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

Questions or concerns regarding Skaneateles Library social media accounts or this policy should be directed to the library director ([director@skanlibrary.org](mailto:director@skanlibrary.org))

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