

SOCIAL MEDIA POLICY

**Approved by the Board of Trustees August 19, 2010
Revised/Approved September 21, 2017**

The mission of the South Country Library is to meet the informational, educational, cultural and recreational needs and interests of its diverse population through books and other formats. In keeping with this mission, the Library provides users with access to various social software applications commonly called social networking sites.

The South Country Library regards online social software applications in the same way as its other information resources in accordance with its mission of serving its users.

Social software is defined as any website or application which allows users to share information. Social software can include, but is not limited to, blogging, instant messaging, social networking sites and wikis.

Many social networking sites allow users of those sites to become a "friend", "fan", or otherwise associate their own "profiles" or virtual presences with the Library's profile on these sites. Examples of such sites are Twitter, Facebook, Instagram, YouTube, and various blogging sites.

As with more traditional resources, the library does not act in place of or in the absence of a parent and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of this resource.

The library does not collect, maintain or otherwise use the personal information stored on any third party site in any way other than to communicate with users on that site, unless granted permission by users for Library contact outside the site. The purpose for contact outside the site may include program promotion, volunteer opportunities, reference help, or other similar activities. Users may remove themselves at any time from the Library's "friends" or "fan" lists, or request that the Library remove them. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

Comments, posts, and messages are welcome on South Country Library's social networking sites. While the South Country Library recognizes and respects differences in opinion, all such interactions will be regularly monitored and reviewed for content and relevancy before publishing when possible.

All postings which contain any of the following will be removed and the poster barred from posting any subsequent messages to library social networking sites:

- Obscene or racist content
- Personal attacks, insults or threatening language
- Potentially libelous statements
- Plagiarized or copy-written material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam
- Organized political activity
- Photos or other images that fall in any of the above categories

The South Country Library reserves the right to edit or modify any postings or comments for space or content, while retaining the intent of the original post. The library shall also be granted the right to reproduce comments, posts and other messages in other public venues. For example, a response to a YouTube book review may be quoted in the newsletter or on the library website. Identifying information other than first name will be removed unless prior approval is granted by the user.

The South Country Library assumes no liability regarding any event or interaction that takes place by any participant in any library created and administered social networking service, and does not endorse or review content outside the "pages" created by South Country Library staff. Participation in South Country Library social networking implies agreement with all library policies, including its Social Networking Policy and Acceptable Use of the Internet and Public Computers Policy, as well as the Terms of Service of each individual third-party service. If a user does not agree to these terms, they are not to use the services provided.

The role and utility of social networking sites will be evaluated periodically by library staff, and may be terminated at any time without notice to subscribers.

For Library Employees

In addition to the above, the absence or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guidelines exist, employees should use their professional judgment and take the most prudent action possible. Consult with your manager or supervisor if you are uncertain.

1. Personal pages should have clear disclaimers that the views expressed by the author of the page are the author's alone and do not represent the views of the author's employer, the library. Be clear and write in the first person so that it is obvious that you are speaking for yourself and not on behalf of the library.
2. Information published on your page(s) should comply with the library's confidentiality and disclosure of business dealings. This applies to comments posted on other blogs, forums, and social networking sites.
3. Be respectful of the library, other employees, patrons and other libraries.
4. Social networking activities should not interfere with work commitments.
5. Your online presence reflects the library. Be aware that your actions captured via images, posts, or comments can reflect on the library.
6. Respect copyright laws, and reference or cite sources appropriately. Plagiarism applies online as well.
7. The library's logos may not be used without written consent.