

# Hepburn Library of Hermon

## Social Media Policy

*Adopted 02/28/2023 by Hepburn Library of Hermon Board of Trustees*

### **PURPOSE**

For the purpose of this policy, social media is defined as any site, app, or account used to facilitate information-sharing and to create a welcoming space to interact with other users. The Hepburn Library of Hermon uses social media across a variety of platforms to engage with the community and promote system services, literacy and learning in all its forms, and library news at the local, state and national levels.

### **RULES FOR:**

Posting The Hepburn Library of Hermon is represented through the official social media channels by the Library Director, who serves as administrator. Administrators are responsible for monitoring and responding to public comments and questions. The Library Director is responsible for managing original and adapted/shared content. Staff or volunteers interested in creating content for official library accounts should work with the Library Director to ensure consistent, timely, and branded messaging. The following types of content will not be posted by library staff and will be removed if posted by the public:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Private, personal information published without consent
- Comments or hyperlinks that are clearly off topic
- Commercial promotions or spam
- Postings/comments in violation of copyright, trademark right, or other intellectual property right of any third party

Repeat offenders may be banned or blocked. Complaints or negative comments should not be deleted, but should be engaged like any other patron complaint. Staff may move the discussion to a private venue such as chat or messaging. Posts that include images or video of minors must have a signed media release on file.

Requests for new social media accounts should be coordinated with the LIBRARY DIRECTOR.

## SECURITY

All social media accounts will have the highest level of security offered on each platform. If an administrator leaves library employment, they will immediately be removed from the account by the LIBRARY DIRECTOR.

## GENERAL GUIDELINES

Whether staff are acting on behalf of the Hepburn Library of Hermon or using their own personal social media accounts, they should follow all terms and conditions for social networking sites, respect patron and co-worker privacy, and have no expectation of privacy on library-owned devices or equipment. This policy supplements other Hepburn Library of Hermon policies and standards, including social media use by library staff as outlined in the PERSONNELHANDBOOK/POLICY NAME.