

## **Hamburg Public Library Social Media Policy**

### **Purpose**

Social media provides a valuable, timely, and efficient way for the Hamburg Public Library to disseminate information about and promote library news, events, resources, and services. Library social media is intended to create a welcoming online space where library users will find useful and entertaining information and opportunities to interact with staff and other users. The Hamburg Library regards Social Media as equally important as any other venue for the dissemination of library information.

### **Definition of Social Media**

Social media is defined as website or application where creative and informational content is created and shared to allow users to participate in social networking. It includes any facility for online publication and commentary, such as blogs, wikis, and social networking sites.

### **Usage Rules**

The Hamburg Public Library welcomes the comments, posts, and messages of the community and recognizes and respects differences in opinion. However, all comments, posts, and messages will be regularly reviewed and the Hamburg Public Library reserves the right to, but is not required to, remove any comment, post, or message that it deems inappropriate or off-topic.

Social media is also used, with careful discretion, to occasionally share news from local organizations which library staff feel meet the needs and interests of its social network audience, to contribute toward the building of partnerships with local organizations.

The Hamburg Public Library is not responsible for or liable for any content posted by any participant in a Library social media forum who is not a member of the Library's staff.

Users should have no expectation of privacy in postings on Library sponsored social media sites. By using such sites, you consent to the Library's right to access, monitor, and read any postings on those sites. Users must understand that social media is permanent, retrievable, and public. Messages can potentially be read by anyone once posted, regardless of status on Friends, Followers, or Subscribers Lists. The Library recommends that users do not post their personal information or contact information on social media sites.

The Library reserves the right to reproduce comments, posts and messages in other public venues; such reproduction may be edited for space or content while retaining the original intent of the post.

Content containing any of the following will be removed immediately from any Hamburg Public Library social media forum:

- Obscene content or hate speech
- Personal attacks, insults, or threatening language
- Private or personal information, including phone numbers and addresses, or requests for personal information
- Potentially libelous statements
- Falsification of identity
- Plagiarized material
- Comments, links, or information unrelated to the purpose of the forum
- Spam or other commercial, political, or religious messages unrelated to the Library or its social media postings
- Solicitation of funds
- Any images, links, or other content that falls into the above categories

The Library reserves the right to ban or block users who have posted in violation of this policy. Repeated violations of this policy will culminate in commenters being blocked. Any threatening comments or messages may be forwarded to local authorities.

In addition, users are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate Federal and State Law.

### **Staff Use of Social Media**

When posting material and comments, staff will:

- Conduct themselves with professionalism
- Observe and abide by all copyright, trademark and service restrictions
- Not make statements about patrons or share sensitive or confidential information
- Not engage in political activities or private business
- Cite sources, check facts, acknowledge and correct errors, check spelling and grammar
- Ensure posts reflect positively on the library, staff, volunteers and services.

Staff members posting on the library's social media sites on personal time should be aware that information they display or comments they make on library social media sites may be viewed by other users as representing official library-sponsored information or comments. Therefore, in utilizing library social media websites, staff must follow the guidelines outlined in this policy.

The Library asks that individual user complaints be addressed directly to the Library Director so they can be addressed quickly and specifically. Social Media is not the mechanism used by the Library to document or address Library user problems and concerns, or influence Library policy, procedures, or programs. All complaints must be emailed to [director@hamburgpubliclibrary.org](mailto:director@hamburgpubliclibrary.org) and will be handled accordingly.