

# Social Media *Public* Policy

**Berks County Public Libraries**

## **Policy Purpose**

Berks County Public Libraries (“BCPL”) recognizes the importance of connecting with the public digitally through the user of social media. Members of the public are welcome to engage, post, comment, and share using our designated social media websites. All activity will be monitored and reviewed. This Policy governs the use of social media websites for anyone interacting through social media.

## **Agreement**

By utilizing and/or participating on BCPL social media websites, you agree to adhere to this Policy and the Internet Use Policy. When posting a comment, you agree to indemnify BCPL, the BCPL Board and staff from and against all liabilities, judgements, damages, and costs incurred by any of them that arise out of or are related to content posted.

BCPL cannot guarantee a response to questions or comments on social media accounts. Responses to customers will generally occur during regular business hours. If time sensitive, please contact your local library.

## **Public Terms of Use**

All social media interactions will be regularly monitored and reviewed. BCPL reserves the right to modify or remove messages or postings it deems as:

- Personal attacks, insults, or threatening language
- Violent, abusive or offensive
- Obscene, indecent or profane
- Defamatory
- Spam
- Repetitive
- Containing sensitive or personally identifiable information
- Encouraging illegal activity
- Discrimination based on race, color, religion, national origin, sex, disability, age, sexual orientation, gender identity, creed, or ancestry
- Unrelated to forum topic
- Plagiarism, copyright or intellectual property violation
- Commercial promotions for services or products
- Political campaigning and/or lobbying
- Organized political activity
- Fundraising for any charitable or political organization except the Friends of Berks County Public Libraries, will be removed, unless prior approval is granted.

BCPL may also remove messages or postings if BCPL determines that the content has become stale or irrelevant.

## **Privacy**

- By posting on BCPL sites, you expressly grant permission to BCPL to use your name, profile picture, posted pictures, and the content of any posting you make without compensation.
- BCPL shall be granted the right to reproduce comments, posts, pictures, and messages in other public venues. All content will remain in context.
- Messages and postings on BCPL social media websites may be considered records subject to public access under the Right-to-Know Law.

## **Violation**

- BCPL reserves the right to terminate any social media accounts managed by BCPL.
- BCPL reserves the right to ban or block users who have violated this policy on more than one occasion.
- Users may report violations of this policy to the BCPL webmaster, [webmaster@berkslibraries.org](mailto:webmaster@berkslibraries.org)