



Clifton Springs Library

4 Railroad Avenue

Clifton Springs, New York 14432

315-462-7371

www.cliftonspringslibrary.com

SOCIAL MEDIA POLICY

Purpose

To establish rules, procedures, and best practices for the use of social media for the Clifton Springs Library. It includes:

- Material created by the Clifton Springs Library and maintained by library staff
- Material created by library staff on sites hosted and created by the library
- Material created on other social media sites when acting as a library employee

Social Media refers to community created content sharing sites.

Procedures

- The library's Director will be the managing authority.
- All social media accounts are created only with the permission of the Director.
- Changing the name, passwords, avatar, profile pictures and other settings to the social media accounts must be approved by the Director.
- All content is subject to being edited or deleted by the Director.
- If possible, each social media page should be linked to the library's official website.
- Social media accounts will be monitored daily.

Staff Guidelines

When posting and commenting on library Social Media accounts, staff will:

- Conduct themselves with professionalism and integrity as an online representative of the Clifton Springs Library.
- Post from reliable sources and conduct proper research prior to posting.
- Not represent any posting or statement as official policy unless it has been explicitly approved by the Director.
- Observe and abide by all copyright, trademark, and service mark restrictions in postings.
- Not make statements about patrons or post, transmit, or otherwise disseminate confidential library information.
- Not conduct personal business or activities on library social media accounts.

Appropriate content to post includes:

- Notices of upcoming meetings, programs, or events
- Information about library or library system services, trends, or technologies
- Promotions and reposts from credible, related library affiliates
- Press releases that have been vetted by the Director
- Notices of program cancellations or service disruptions as approved by the Director
- Training and educational opportunities open to the public
- Photos from meetings, programs, or events

Public Guidelines

Terms of Use:

- Public users should have no expectation of privacy in posting on Clifton Springs Library social media accounts.
- Clifton Springs Library's social media resources may be considered public records.
- By choosing to comment or post on Clifton Springs Library's social media sites, public users agree to give Clifton Springs Library permission to use the content of any posting without compensation.

Violations:

- Clifton Springs Library reserves the right to delete posts that are of the following nature:
 - Off-topic and/or disruptive posts
 - Commercial promotions, advertisements, and/or spam
 - Duplicate posts from the same individual
 - Harassing and/or threatening language and/or personal attacks
 - Private/personal information published without consent
 - Obscene, libelous, and/or slanderous content
 - Copyright infringement/plagiarized material
 - Political and/or religious advocacy
 - Posts that violate laws
 - Other posts that violate the library's policies or mission at the discretion of the Director
- Repeat offenders will be removed from accessing Clifton Springs Library's social media accounts.
 - Any user who feels they have been unfairly banned from Clifton Springs Library social media account may file an appeal in writing with the library board.
 - Appeals will be reviewed at the next regular meeting of the board provided the appeal has been received seven days prior to the meeting.
- Library staff and users may report violations of this policy to the Director.

Photo & Video Release:

- Clifton Springs Library is a public building and attendees at Clifton Springs Library sponsored programs do not have a reasonable expectation of privacy.
- Photographs/video may be taken during any event or program.
- These photographs and videos may be posted on the library's social media accounts.
- Please notify Clifton Springs Library staff if you prefer not to be photographed.

The Clifton Springs Library is not responsible or liable for the content of postings by third parties on any Clifton Springs Library social media accounts. These postings do not reflect the opinions or positions of the Clifton Springs Library, its employees, or its board of trustees.

The Clifton Springs Library Board of Trustees reserves the right to amend this policy with no prior notice.

Approved by the Clifton Springs Library Board of Trustees 7/18/19