



8 Route 129 | Loudon, NH 03307 | Maxfieldlibrary.com | (603)798-5153

### **Social Media Policy**

Social media tools employed by Maxfield Public Library (MPL) will be selected as a timely and cost-effective means of sharing communication, collaboration, and exchange information between MPL staff, library users, and the Loudon community. Library social media tools are intended to create a welcoming online space where users will find useful, educational, and entertaining information. Library social media tools can also provide opportunities for marketing, outreach, and creating a sense of community.

#### **Policy**

This policy addresses social media in general and not specific programs or platforms. This policy is designed to provide guidelines for management and staff, as well as public users, who work in accordance with federal and state laws and other library policies. Social media tools may be employed by MPL to deliver such library functions as:

- Community outreach, marketing, and publicity
- Education of the community in the use of library resources
- Information about emerging trends in library services or information technologies
- Reader's advisory services
- Information and reference services
- Book discussion groups
- Reading incentive programs
- Cultural and education programming
- Notice of volunteer or employment opportunities available at the Library
- Expand the reach of municipal government by sharing important information
- Additional library-related uses that may be explored or expanded upon as deemed reasonable by the Library Director

In certain social media forums, users and library staff may be able to interact with each other:

#### **Public Terms of Use**

MPL has no affiliation with any advertisements or other material posted by third party sites or software. The library is not responsible for user-generated content. A posted comment is the opinion of the user only, and publication of a comment does not imply endorsement or agreement by the Maxfield Public Library.

- Users are urged to protect their privacy. Users should not post personally identifying information, including, but not limited to: school, age, phone number, address, and library account number. Comments containing such information may be edited or removed.
- MPL follows the Terms and Conditions of social media sites, which may include taking down content which violates those Terms and Conditions.
- Spam and commercial content will be removed. This includes posts or comments used for campaigns, political, religious, or commercial purposes, or for soliciting funds.
- Users who violate these terms will be notified privately and their post will be deleted. After 2 or more occasions the user may be banned from making further postings. The user may appeal the ban within 30 days in writing to the Library Board of Trustees, who then have 30 days to affirm or reverse the decision.

**Staff Procedures**

- Initiating a new account or presence by MPL on social media sites or online communities shall be approved in advance by the Library Director. This applies only to joining a new online community or adopting a new social media platform or service; this does not apply to individual posts or updates on a social media site already established.
- Where possible, each social media page should clearly indicate that it is maintained by MPL and MPL contact information should be displayed.
- Where possible, each social media page/profile should include an introductory statement that clearly specifies the purpose and scope of the Library's presence on the website.
- Where possible, social media pages should provide a link to MPL's official website.

**Staff Standards of Conduct**

- Library staff will provide the same level of excellence in customer service via social media as they do for in-person and telephone interactions.
- Library staff are discouraged from making personal connections on their private social media accounts with library patrons who are minors.
- Use of MPL's social media should be conducted in a professional manner that protects the reputation of the library, the library staff, patrons, town employees, and the town.
- Staff private social media accounts may not be used to post, transmit, or otherwise disseminate any patron information including names, dates of visits, materials borrowed, or any other confidential information.
- Private social media accounts should not be used to disseminate library information, services, or policies unless originated by an official Maxfield Public Library account.

*Becky Herrman*  
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 (trustee)

*5/12/26*  
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 (date)

*Dyan M. [Signature]*  
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(date)

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(employee)

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Approved 5/2026

