



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

Social Media Policy

PURPOSE

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

1. MPL has no affiliation with any advertisements or other material posted by third party sites or software.
2. By choosing to comment on MPL social media sites, public users agree to these terms:
 1. Comments are moderated by MPL staff, and MPL reserves the right to not post or to remove comments that are unlawful or off topic as determined in its sole discretion, including, but not limited to:
 - Plagiarized material
 - Copyright violations
 - Commercial material/spam/unauthorized advertisements, business promotions, and/or political advertisements.
 - Duplicate posts from the same individual
 - Comments containing sexually explicit language or images, or statements that ridicule, malign, disparage, or otherwise express bias against any race, religion, gender, sexual orientation, or other class of individuals
 - Personal comments about individuals, including attacks, insults, or threatening language
 - Images, executable programs, or any non-textual content
 2. 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.
 3. 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 shall be edited or removed

STAFF TERMS OF USE

Employees and trustees should pay particular care in the context of social media. As representatives of MPL, staff shall:

1. Identify themselves as a member of MPL staff at least one time within the same posting thread unless posting as the library itself
2. Always conduct themselves as representatives of MPL, including when posting or commenting from their own private social media
3. Make clear that the views expressed are theirs alone and do not represent the views of the Library
4. Adhere to all associated standards of conduct in order to protect the reputation of the Library and the individual staff member
5. Not make statements about patrons or other social media users, or post, transmit, or otherwise disseminate confidential information about the Library and account holders
6. Not represent postings as official MPL policy, unless this has been clearly approved by the Library Director
7. Not conduct private business or promote political or personal beliefs
8. Observe and abide by all copyright, trademark, and service mark restrictions in posting materials to social media
9. Use email as the primary means of communication with customers, vendors, program presenters, as official library email accounts may be subjected to “Right to Know” laws.
10. Understand that speech made pursuant to official duties is not protected under the First Amendment and may form the basis for discipline if deemed a violation of any policy of the Library

PROCEDURES

1. 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
2. Where possible, each social media page should clearly indicate that it is maintained by MPL and MPL contact information should be displayed
3. 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
4. Where possible, social media pages should provide a link to MPL’s official website

STANDARDS OF CONDUCT

1. Library staff will provide the same level of excellence in customer service via social media as they do for in-person and telephone interactions
2. Library staff are discouraged from making personal connections on their private social media accounts with library customers, especially minors

3. All social media use, private and institutional, should be conducted in a professional manner that protects the reputation of the Library, the Library staff, patrons, town employees, and the town.
4. 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
5. Private social media accounts should not be used to disseminate library information, services, or policies

(trustee)

(date)

(trustee)

(date)

(trustee)

(date)

(employee)

(date)

Approved 6/2020

Policy adapted from Nashua Public Library Social Media Policy