

Seymour Public Library District

Policy Title: Social Media Policy

Policy Number 605

Policy Category: Internet and Technology

Effective Date: Approved 01/2018, revised 01/24/2023

Purpose

This policy governs Seymour Public Library's participation in online venues and social media, defined here as any web application or website for online publication and commentary, including but not limited to blogs, wikis, and social networking sites (e.g., Facebook, Twitter, and Instagram). The Library makes use of these tools to connect with and be more easily accessible to current and potential library users. Social media allows the Library to meet users where they are and give staff and public a convenient way to interact and share information, ideas, and opinions on a range of topics related to the Library's mission, collections, and services.

Rights and Responsibilities of the Library

The Library's social media sites serve as "limited public forums." The Library sets rules for use of its online venues and social media sites, just as it does for its other resources and communications. Comments/posts will be moderated by library staff for content and relevance. The Library reserves the right to deny or remove any comments, tags, and/or images/videos that violate the law, the rights of any third party, or library policies. The Library reserves the right to ban or block users who have posted in violation of this policy.

The sharing of content from third party social media pages or accounts by the Library does not constitute an endorsement by the Library of that group or the individual's beliefs or views. Any views expressed by a user of the Library's social media sites are those of the individual author and do not represent the official views of the Library.

The Library Communications and Marketing Team is expected to:

- Present content in a professional manner and should check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors, and check grammar and spelling before posting.
- Not discuss confidential, work-related matters through social media.

Content created by employees on Seymour Library's social media channels is owned by the library and is considered a marketing product. Seymour Library has the right to re-share and reuse content created on work time for the library. Any content that is posted on library-sponsored social media sites is subject to Seymour Library Public Records Policy.

Confidentiality

Due to the terms and conditions of social media websites, the Library cannot guarantee user privacy when interacting with the Library on social media. For that reason, users should use their own discretion when commenting or sharing on the Library's social media pages. Seymour Public Library District social media resources may be considered public records.

Requests to Add Content

The Library's website and social media accounts provide links to external websites and social media accounts to support the Library's mission. Visitors to those sites and accounts are advised to check the privacy statements and be cautious about providing personally identifiable information without a clear understanding of how the information will be used.

Non-Library parties may suggest or request links, but inclusion and placement of all external links will be at the sole discretion of the Library Marketing Team.

User Responsibilities and Use Restrictions

Users of all ages have the responsibility to protect their privacy and should not post personally identifying information, such as last name, school, age, phone number, or address. The Library does not act in place of, or in the absence of, a parent.

When people choose to comment or share content on the Library's social media platforms, they agree to do so with responsibility and respect for the Library's purpose and community. When commenting, users should:

- Always communicate with respect and be considerate of others.
- Act legally and ethically.
- Protect your privacy.

The Library reserves the right to ban/block users in violation of this policy and to remove content or comments containing any of the following from any Library social media forum. Violations include, but are not limited to:

- off-topic and/or disruptive posts
- commercial promotions or spam
- duplicate posts from the same individual
- threatening language and personal attacks
- private or personal information published without consent
- obscene or libelous content
- political advocacy
- posts that violate library policies
- posts which violate or potentially violate local, state, or federal laws, including, without limitation, intellectual property, and copyright laws
- posts which discriminate on the basis of race, color, religion, national origin, sex, gender identity or expression, handicap, age, sexual orientation, creed, or ancestry
- posts which are sexually harassing, including, without limitation, epithets, slurs, negative stereotyping, sexual rumors that show hostility toward individuals based on gender,

derogatory comments about individuals' body or appearance, unwelcome sexual compliments, innuendos, suggestions, or jokes

By participating in the Library's social media services, each user agrees

- to abide by the terms and conditions set by third party social media platforms as well as follow appropriate Federal and State Law.
- to indemnify, defend, and hold harmless Seymour Public Library District and their members, officers, trustees, and employees from and against any and all claims, actions, causes of actions, costs, expenses, liabilities, or damages (including attorney's fees) that arise out of or are related to the content posted by said user.
- to give Seymour Public Library District permission to use the content of any posting without compensation or liability on part of Seymour Public Library District.

Seymour Public Library will periodically evaluate the role and utility of its online venues and social media, which may be terminated at any time. This policy is designed to supplement the Library's Internet Use and Safety Policy, and the Rules of Conduct policy.

Guidelines for Staff Posting For Personal Social Media Use

Seymour Library does not restrict the right of employees to use personal social media. However, the public may assume staff are speaking on behalf of the library. The following guidelines will help ensure that an individual is not posting on behalf of the library:

- ★ Clearly identify your personal communication as separate from your role at the Library when posting about Seymour.
- ★ Share only publicly accessible Library information
- ★ Adhere to film and media policy guidelines:
 - Group photos of event attendees may be posted without express permission
 - Individual photos of staff or patrons will not be posted without express (written or verbal) permission

Revision History

Changes	Approved by	Date
Adopted	Board of Trustees	04/24/2018
Revised & approved	Board of Trustees	01/24 2023