

Albert Wisner Public Library Social Media Policy

Introduction

Albert Wisner Public Library engages with the community through social media sites, which helps the Library increase awareness of and access to its programs, services and other resources, in fulfillment of its mission. The purpose of this policy is to establish parameters for staff and users in order to maintain a safe, respectful and welcoming online environment for all participants. The Library's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but rather they are limited public forums for communicating about the Library's programs, services, events and resources.

Library Website

The Library's official presence on the internet is its website, <https://www.albertwisnerlibrary.org>. The site serves as both a gateway to the Library's resources and services and as a public relations tool that presents and promotes the Library.

The Library Director will designate staff to maintain the Library's website. Staff permissions to maintain may be revoked at any time and for any reason by the Library Director. Efforts will be made to keep information on the website up to date and to ensure that the website complies with applicable accessibility standards.

Library Social Media Accounts

The Library maintains the following social media accounts:

- **Facebook:** <https://www.facebook.com/AlbertWisnerPublicLibrary>;
<http://www.facebook.com/AWPLKids>
- **Instagram:** <https://www.instagram.com/albertwisnerpubliclibrary/>;
http://www.instagram.com/awpl_kids/; <https://www.instagram.com/awplteens/>
- **Pinterest:** <https://www.pinterest.com/awpl/>
- **TikTok:** <https://www.tiktok.com/@albertwisnerlibrary>
- **YouTube:** <https://www.youtube.com/user/albertwisnerlibrary>;
<https://www.youtube.com/@albertwisnerlibrarychldre4603>

The Library Board of Trustees may authorize the creation and/or termination of social media accounts. The account information of the Library's social media accounts will indicate that the accounts represent the Library and where possible will include a link to the Library's website.

The Library Director will designate staff to use the Library's social media accounts. Staff permissions to use the Library's social media accounts may be revoked at any time and for any reason by the Library Director.

Library staff will use the Library's social media accounts to post content and interact with users. When using the Library's social media accounts, staff will ensure that their posts and comments will be courteous and professional and reflect positively on the Library. Staff must adhere to all relevant Library policies, protect confidential information in accordance with privacy laws, and respect copyright and other legal rights. The Library Director reserves the right to modify or remove any content posted by Library staff.

Content Moderation Rules

Library staff will review user-generated posts and comments on the Library's social media pages in order to maintain a safe, respectful and welcoming online environment for all participants. Content shared on the Library's social media pages by users must comply with the following rules:

- Posts and comments on the Library's social media pages must be relevant to the Library's programs, services, events, or resources.
- Commercial advertisements and solicitations are prohibited.
- Obscenity, fraudulent or defamatory statements, true threats, statements advocating an imminent crime or designed to incite violence, copyright or trademark infringement, and hate speech are prohibited.
- Duplicate posts or comments from the same user are prohibited.

Content that violates this policy will be removed by Library staff, and repeated violations may result in a user being temporarily or permanently blocked. The Library will retain a record of any posts or comments removed under this provision.

Additionally, users are expected to abide by terms and conditions established by the third-party social media platform, and to follow relevant federal and state laws

Complaints

The Library does not use its social media pages to respond to patron problems and concerns. Patron problems and concerns should be addressed directly to the Library Director so that they may be addressed promptly.

Data Privacy & Safety

The Library does not collect, maintain or use personal information stored on any third-party social media sites. Users may add or remove themselves from the Library's "friend" or "fan" lists at their discretion, in accordance with the capabilities offered by such social media

sites. Users should be aware that social media sites have their own privacy policies and proceed accordingly.

Disclaimers

The Library is not responsible for and does not endorse content other than the posts and comments created and posted by Library staff on the Library's social media pages. Any views expressed by users are those of the individual user and do not necessarily represent the views of the Library.

By using the Library's social media sites, users agree to comply with the Library's policies and all applicable laws and regulations. By posting content on the Library's social media sites, users agree to indemnify the Library and its officers and employees from and against all liabilities, judgments, damages, and costs (including reasonable attorneys fees) incurred by any of them which arise out of or are directly or indirectly related to the user's posted content.

[Adopted by the Board of Trustees 8/22/2023]