



## **Social Media Policy**

**Date Adopted:** August 17, 2023

**Dates Amended:** N/A

The Gardiner Library is committed to providing an online environment where all members of the community may come to read, share opinions, discuss, and exchange ideas presented in the library's digital space. In order to maintain a safe, respectful and welcoming online environment for all participants, the library has created this social media policy which states the library's purpose in using social media and establishes parameters of the service and for public use.

### **DEFINITION**

Social media is defined as any platform that engages the public. Examples include, but are not limited to, the Gardiner Library website, Facebook, YouTube, Instagram, electronic newsletters and e-blasts and printed materials. This policy supplements and does not replace other Gardiner Library policies.

### **SAFETY**

Social media participants of all ages should be aware of recommended practices for personal safety in the virtual world. As with all other resources provided by the Gardiner Library, parents or guardians are responsible for use by their children. The library does not act in place of a parent or guardian and is not responsible for enforcing any restrictions upon minors that a parent or guardian has placed.

Comments from the public are allowed but library staff reserves the right to review all comments and delete comments that are inconsistent with the content created by the library staff. Staff may block the person who posts inconsistent comments or other material from posting to the library's social media platforms, but only after said person has received one warning (in writing) that they are violating the policies contained herein. Comments or postings that fall within any of the following categories will be deleted by library staff and/or lead to a warning and then a ban on posting by an individual who runs afoul of these guidelines:

- Obscene, sexist, homophobic, racist, or otherwise bigoted content.
- Harassing comments or postings against library staff or other social media users. Harassing comments or postings that include profane or obscene statements or images, threatening physical harm toward another person, and engaging in behavior with the sole intent of harassing another person.

- Libelous statements.
- Plagiarizing or posting copyrighted material without permission or authority from the copyright holder, upon request of the copyright holder.
- Private, personal information of another person without appropriate consent or authority. Comments, postings, and/or hyperlinks not related to the content created by the library staff.
- Advertisement and solicitations not expressly permitted by the library.
- Photos, videos or other images that fall in any of the above categories.

Any social media user who has been banned or had a message/content deleted may appeal this decision, in writing or email, to the Library Director. The Library Director may affirm or reverse staff's decision within 30 days of receiving the written appeal.

The Gardiner Library reserves the right to edit or modify postings for space, while attempting to retain the intent of the original post; and to reproduce comments, posts and messages in other public venues (removing identifying information other than first name unless prior approval has been granted for full attribution).

## **EMPLOYER-SPONSORED SOCIAL MEDIA**

Gardiner Library's sponsored social media is used to: convey information about library resources and services; provide library updates; obtain patron feedback; exchange ideas about library trends; reach out to potential new markets; raise awareness of Gardiner Library's brand; respond to breaking news; and share and discuss library specific activities and events.

Only designated Gardiner Library staff may directly publish or comment via social media platforms using the Gardiner Library name and logo. Only with permission from the director may other staff publish or comment using the Gardiner Library name and logo.

The Gardiner Library is not responsible for and does not endorse content other than the "pages" and "posts" created by Gardiner Library staff on its social media platforms. Any views expressed by a user of the library's social media services are those of the individual author and do not represent the official views of the Gardiner Library.

All such Gardiner Library related social media is subject to the following rules and guidelines, in addition to rules set forth above:

- Only employees designated and authorized by the Gardiner Library can post content for or delete, edit, or otherwise modify content on library sponsored social media.



- Employees cannot post copyrighted information where written reprint permission is not obtained in advance.
- Designated employees are responsible for ensuring that the employer sponsored social media conform to all applicable library rules and guidelines.
- Employees cannot use social media to harass, threaten, libel or slander, malign, defame, or discriminate against co-workers, clients, vendors or suppliers, any organization associated or doing business with the Gardiner Library or any members of the community.
- This policy is not intended, nor shall it be applied, to restrict employees from discussing their wages, hours and working conditions.

By participating in the Gardiner Library's social media platforms, each user agrees to abide by the library's policies. By participating in these services, each user agrees to indemnify the Gardiner Library and its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) that arise out of or are related to the content posted by said user.