Social Media Policy
(Approved 11/2021)

Purpose

Social media provides a valuable and timely way for the Meyersdale Public Library to disseminate information about and promote library news, events, projects, and services. It also serves to inspire conversation and expand the library's connection with the community. This connection may include the promotion of community events, the sharing of information about reputable resources from outside the library, the overall promotion of literacy, and a touch of (appropriate) humor. Library social media is intended to create a welcoming and inviting online space where library users will find useful and entertaining information and can interact with library staff and other library users.

Definition of Social Media

"Social media" is defined by Merriam Webster Dictionary as "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)."

Usage Rules

Social media posts by staff, as with all library media releases, should be positive in tone and should reflect the values and viewpoint of the library rather than personal opinions.

The Meyersdale Public Library welcomes the comments, posts, and messages of the community. We recognize differences in opinion. However, the Meyersdale Public Library reserves the right to, but is not required to, remove any comment, post, or message that it deems inappropriate or off-topic.

The Meyersdale Public Library is not responsible for or liable for any content posted by any participant in a Library social media forum who is not a member of the library's staff.

Users should have no expectation of privacy in postings on Library sponsored social media sites; by using such sites, you consent to the library's right to access, monitor, and read any postings on those sites. Users must understand that social media is permanent, retrievable, and public. Messages can potentially be read by anyone once posted, regardless of status on Friends, Follower, or Subscriber List. The library recommends that users do not post their personal information or contact information on social media sites.

By posting any comments, posts or other materials on Meyersdale Public Library's social media pages, you give the library permission to reproduce, distribute, publish, display, edit, modify, delete and otherwise use your submissions for any library-related purpose in any form on any media.

We reserve the right (but are not obligated) to review, screen, edit and delete comments, in accordance with the Guidelines below.

Comments may be removed upon discovery, on the following grounds:

- Obscene content or hate speech
- Personal attacks, insults, or threatening language
- Private or personal information, including phone numbers and addresses, or requests for personal information
- Potentially libelous statements
- Falsification of identity
- Plagiarized material
- Comments, links, or information unrelated to the purpose of the forum
- Spam or other commercial, political, or religious messages unrelated to the library or its social media postings
- Solicitation of funds
- Substantially off-topic or unrelated to the original post
- Promoting or opposing current ballot questions or persons seeking office unless directly related to a Library program, event, or resource
- Violating copyright of images, music, video or published works without source credit or permission of the owner

The library reserves the right to ban or block users who have posted in violation of this policy.

In addition, users are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate Federal and State Law.

The library asks that individual user complaints be addressed directly to the Library Director, rather than through social media, so they can be addressed quickly and specifically. Social Media is not the preferred mechanism used by the library to document or address Library user problems and concerns, or influence Library policy, procedures, or programs. However, complaints or negative comments by third parties which do not violate the above guidelines should not be deleted but should be referred to the Library Director like any other patron complaint. The discussion may be moved to a private venue such as chat or messaging.

Credit where credit is due: This policy was put together using the following libraries' social media policies as examples and borrowing liberally from them:

Cherry Hill Public Library (NJ)
Florence County Library System (SC)
Multnomah County Library (OR)
Sno-Isle Libraries (WA)

These libraries were generous enough to have their policies linked as examples for other libraries on a WebJunction page about social media policies.