

East Kingston Public Library
Social Media Policy for Staff

Purpose:

The East Kingston Public Library (EKPL) uses various online social software services to provide a public forum for sharing ideas, opinions, and information about library-related subjects and issues. These forums are intended to create welcoming and inviting online spaces where library users can interact with library staff and other library users, while finding useful and entertaining information related to the library's activities and resources.

Definition of Online Social Networking Software:

Online social networking software is defined as any website or application which allows users to share information. Social networking software can include, but is not limited to, blogging, instant messaging, social networking sites, wikis, posts to community reviews, and patron ratings of library materials via the library's website and online catalog.

Content:

The goals of the EKPL's sponsored social networking sites are:

- To inform the public about library resources and activities
- To increase the public's use of library resources
- To provide additional communication with members of the public

Publicly posted information will be professional and reflect positively on the EKPL and its staff, volunteers, services, and Town of East Kingston. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors and check spelling and grammar when publishing any posts. EKPL reserves the right not to publish any posting, or to remove it later.

If a staff member is about to publish something that makes him or her even the slightest bit uncomfortable, don't shrug it off and hit "send." Take a minute to review these guidelines and try to figure out what the issue is, and then fix it. If the staff member is still unsure, discuss it with another member of the staff or the director.

Comments from the Public:

Comments, posts and messages are welcome on the EKPL social networking sites. While the Library recognizes and respects differences in opinion, all such interactions will be regularly monitored for content and relevancy (before publishing when possible). The Library reserves the right to modify or remove any message or posting that:

- Defames, abuses, harasses, stalks, threatens or otherwise violates the legal rights (such as rights of privacy and publicity) of others.
- Is of an inappropriate, profane, defamatory, infringing, obscene, indecent, racist, sexist, or unlawful nature.
- Advertises or offers to sell or buy any goods or services for any business purpose.
- Represents organized political activity.
- Hyperlinks to websites that are not directly related to the current discussion topic.
- Is unrelated to the library, its mission, its activities, or the current discussion topic; this includes photos, or other images.
- Contains viruses or programs that may damage the operation of another's computer.

Liability and Participation:

The EKPL assumes no liability regarding any event or interaction that takes place by any participant in any Library-sponsored social networking service, and does not endorse content outside of the pages maintained by the library and the posts created by the EKPL staff in the course of their work duties. The library reserves the right to use any posts on library social networking sites for use in public relations (PR) and marketing materials. The library will remove any personal information from the comment/post such as last name, school, phone or email.

Ongoing Use Evaluation:

The role and utility of social networking services in relation to the goals and purposes of the Library will be evaluated periodically by the Library staff and Board of Trustees, and may be terminated at any time without notice to subscribers.

By posting a comment you agree to use good judgment, to follow the purpose of the EKPL and you shall indemnify the EKPL and its officers and employees from and against all liabilities, judgments, damages and costs (including but not limited to attorney's fees) incurred by any of them which arise out of or are related to the content that you post. Forums and messaging may not be used for commercial purposes or for organized political activity.

The EKPL reserves the right to monitor content before it is posted on their social sites and to modify or remove any messages or postings that it deems, in its sole discretion, to be abusive, defamatory, in violation of the copyright, trademark right or other intellectual property right of any third, or otherwise inappropriate for the Service. The EKPL also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary. Notwithstanding the foregoing, the EKPL is not obligated to take any such actions, and will not be

responsible or liable for content posted by any subscriber in any forum, message board, or other area within the social networking service.

If you do not agree to these terms, you should not utilize the service. Misuse of EKPL social media may lead to termination of privileges and could lead to legal action.

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