

Social Media Policy

Policy Statement:

The Needham Free Public Library endeavors to provide and expand resources and access to information to meet the informational, educational, cultural and recreational needs of Needham's vibrant community. To help achieve this goal, the Library uses social media to foster communication with library users and to publicize library programs, services, and events.

Definition:

Social media is any website or application which allows users to generate and share content. The Library uses several social media tools, including the Library website, *Facebook* and *Pinterest*. Other platforms may be added in the future.

Regulations:

1. User feedback posted on a library social networking site is encouraged and welcomed. Such postings will be monitored regularly by library staff for content and relevancy. Any postings containing inappropriate content will be removed. Examples of inappropriate content include, but are not limited to:

- Offensive language, hate speech, or content that promotes discrimination
- Personal attacks, insults or threatening or defamatory language
 - Sexual content or links to sexual content
 - Plagiarized or copyrighted material
- Commercial advertisements, comments or links not related to the discussion or otherwise designated as spam
- Organized political activity
- Private, personal information published without consent
- Any material disruptive to the general purposes and services of the Library
- Links to materials that are not directly related to the discussion or the Library
- Any material that violates laws and/or library policy.

2. Many social networking sites allow users of those sites to associate their own "profiles" or virtual presences with the Library's profile on these sites. As with more traditional resources, the Library does not act in place of or in the absence of a parent and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of these resources.
3. Content that is positive or negative and in context to the conversation will not be removed by library staff, regardless of whether the content is favorable or unfavorable to the library.

4. The Needham Free Public Library assumes no liability for any event or interaction which

may arise out of posted content. Content posted by the Library does not indicate any endorsement of or affiliation with the content or the content creator.

Users should be aware that third party websites have their own policies, including privacy policies, and should proceed accordingly when posting content.

The Library cannot guarantee a response to questions, comments or concerns posted on any of the Library's social media platforms; the best way to reach a staff member is by phone or email. Please contact the Reference Desk at 781-455-7559 x 2 or email neemail1@minlib.net.

Facebook is a social networking site that allows users to share, view, and comment on updates, photos, videos, and web links. The library uses *Facebook* to keep residents informed of news, items of general interest, and upcoming events at the library, such as programs, meetings, and holiday or snow closings.

Pinterest is a content-sharing service that allows members to "pin" images, videos and other objects to a virtual pinboard. The library uses *Pinterest* to share themed reading lists, new library items, and craft ideas, and to lead people to content on the library's website, such as staff book picks and information about library events.

The Library reserves the right to “follow” other libraries or library related organizations but does not follow individual users on any social media platform.

10. In the event that the library should consider expanding its social media presence, approval for new social media tools (such as Twitter, Instagram, or other emerging platforms) will be at the discretion of the library director, in consultation with the library trustees.

Approved July 11, 2017