

West Falmouth Library
Social Media/Networking Policy
Approved by the Board of Directors 5/19/14

Purpose

In keeping with the West Falmouth Library's mission to promote lifelong learning and share information about library services, the West Falmouth Library ("Library") has established or will establish social media sites primarily to inform Library users about Library programs, events (including those co-sponsored with other organizations), and materials, and to encourage dialogue and the exchange of information and knowledge between users and Library staff about these programs, events and materials.

The Library regards online social software applications in the same way as its other information resources in accordance with its mission of serving the community's informational, educational, cultural and recreational pursuits. The West Falmouth Library staff will maintain and edit the content of the West Falmouth Library hosted sites to comply with all Library Policies.

The Library's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but a limited forum for discussing library programs, events and materials. Courts have recognized that Libraries are limited purpose public forums, and as such, are only obligated to permit the public to exercise rights that are consistent with the nature of the Library and consistent with the government's intent in designating the Library as a traditional public forum. All postings related to this mission statement (as so determined by the Library in its sole discretion) are permitted except as otherwise stated in this policy.

Definitions:

- "Library" shall mean the West Falmouth Library.
- "Posting" shall mean any writing, image, video, download, audio file, and hyperlinks to other websites (or media which is downloaded, referenced, inserted, or) placed upon any Library social media site.
- "Social media site" shall include any online forum/site, web application or account created and/or maintained by the Library or its agents, which permits users to communicate with others users through postings, including without limitation, Facebook, Twitter, blogs, wiki, You Tube or Flickr.
- "Social software" is defined as any website or application which allows users to share information.
- Many social media/networking sites allow users of those sites to become a "friend", "fan" or otherwise associate their own "profiles" or virtual presences with the Library.

Facebook™ and Twitter

Facebook and Twitter are free social networking sites that allow users to send and read other users updates. While people use Facebook and Twitter in many different ways for both personal and professional reasons, as a matter of Library policy the West Falmouth Library's

use of a Facebook Page and Twitter is intended as a means to provide announcements and updates on current events, programs, services or notices to any other users who elect to watch or follow our Facebook or Twitter announcements.

Also Note:

The Facebook page is hosted by Facebook and is governed by Facebook's separate website policies, including its [Privacy Policy](#) and [Terms of Service](#). These policies apply to your use of Facebook. The same would apply to the use of a Twitter account.

The West Falmouth Library will not respond via Facebook or other social media to press inquiries, resident questions or complaints, or other individual matters. Please contact the Library Director at 508-548-4709 or westfallib@comcast.net.

Postings:

The purpose of the Library's social media sites is to inform Library users about educational opportunities, library programs, events (including those co-sponsored with other organizations) and materials, and to encourage dialogue and the exchange of information and knowledge between users and Library staff about these programs, events and materials. Accordingly, any postings inconsistent with this stated purpose, as determined by the Library in its sole discretion, may be removed in accordance with the process set forth in this policy. Examples of postings not permitted include, but are not limited to:

1. Advertisements;
2. Spam;
3. Postings which contain obscene matter;
4. Disparaging, harassing, abusive, profane or offensive postings;
5. Postings that are hateful, threatening, pornographic, that contain graphic or gratuitous violence;
6. Potentially libelous or defamatory postings;
7. Postings which contain privileged, proprietary, or confidential information about any person, business, or entity, including, without limitation, patrons, vendors, the Library or Library partners;
8. Postings which violate or potentially violate local, state, or federal laws, including, without limitation, intellectual property and copyright laws;
9. Posting which discriminate on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed, or ancestry;
10. Postings which are sexually harassing, including, without limitation, epithets, slurs, negative stereotyping, sexual rumors that show hostility toward individuals based on gender, derogatory comments about individuals' body or appearance, unwelcome sexual compliments, innuendos, suggestions or jokes.

Agreement:

By joining, utilizing and/or posting on the Library's social media sites, all users agree to comply with this Policy as applicable. The Library does not collect, maintain or otherwise use the personal information stored on any third party site in any way other than to communicate with users on that site, unless granted permission by users for

Library contact outside the site. The purpose for contact outside the site may include program promotion, volunteer opportunities, reference help, or other similar activities. Users may remove themselves at any time from the Library's "friends" or "fan" lists, or request that the Library remove them.

Users should be aware that third party websites have their own privacy policies and should proceed accordingly. 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 this resource.

No Privacy:

All users should have no expectation of privacy in postings on Library sponsored social media sites, and by utilizing these sites they consent to the Library's right to access, monitor and read any postings on the sites. The Library's social media sites may be considered public records under Massachusetts Public Records laws.

Disclaimer:

The Library is not responsible or liable for the content of postings by third parties on any Library sponsored social media site, and postings do not reflect the opinions or positions of the West Falmouth Library, its employees, or the Library's Board of Directors.

Ownership:

By posting on the Library's social media sites, all users give the Library permission to use their name, profile picture, and the content of any posting they make without compensation to them or liability on the part of the Library. This permission ends when the user deletes their posting.

Violations of this policy:

Postings which the Library in its sole discretion, deems un-permitted under this policy, may be removed in whole or in part by the Library or its agents immediately upon discovery by the Library (or its agent) without prior notice. The Library reserves the right to terminate accounts, ban or block users who have posted in violation of this policy.

Reporting Violations:

Users may report violations of the Library's social media site's policies to the Library by contacting the Library Director by emailing westfallib@comcast.net

Employee Postings:

Library employees may post on Library's social media sites during their personal time outside of work. However, employees must be aware that information they display or comments they make on Library social medial sites may be viewed by other users as representing official Library sponsored information or comments. Therefore, in utilizing Library Social Media Websites, employees must follow the guidelines set forth in the separate West Falmouth Library Employee Handbook that has employee electronic systems, Internet, e-mail, social media policies and guidelines.