

# Pembroke Public Library

## Social Media Policy

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### I. Purpose

- a. The Pembroke Public Library maintains accounts on a variety of social media sites as an important enhancement to communication, collaboration and information exchange between Pembroke Public Library staff and the community. The Library recognizes that new tools will emerge which have useful application in the Library setting; thus, this policy addresses social media in general. "Social media" includes any tool for online publication and commentary.

### II. User Responsibility and Use Restrictions

- a. Social media users may add or remove themselves from the Library's pages through "friending," "following," "liking," and/or "subscribing" at their discretion, according to the capabilities offered by such third-party platforms.
- b. Comments, posts, and messages are welcome on Pembroke Public Library social media sites. Users interacting on these sites are expected to interact with the Library and each other in a civil, respectful, and constructive manner. Users shall not post or share any of the following on Library social media:
  - 1. Obscene comments or hate speech
  - 2. Personal attacks, insults, or threatening language
  - 3. Private or personal information, including phone numbers and addresses, or requests for personal information
  - 4. Potentially libelous statements
  - 5. Falsification of identity
  - 6. Copyrighted, trademarked, or plagiarized material
  - 7. Posts in violation of laws or Library policies
  - 8. Comments, links, or information unrelated to the purpose of the forum
  - 9. Spam or other commercial, political, or proselytizing messages

### III. Library Responsibility in Social Media Use

- a. The descriptions or user profiles for Library social media sites and accounts shall state that each site or account is the “official [social media site/account] site/account for the Pembroke Public Library (MA).” The Library will maintain a list of all of its official social media sites and accounts on its website.
- b. Library staff who post content to or are responsible for managing Library social media shall post in a professional manner including, but not limited to, checking facts, citing sources, avoiding copyright infringement, and correcting errors before posting. As with any other content provided by the Library, information that is shared by Library staff on Library social media should be selected with the intention of meeting the diverse interests and needs of the community.
- c. Library social media sites shall be archived in accordance with the requirements of the Massachusetts Public Records Law, including any content edited or removed by the Library pursuant to this policy. Due to the ephemeral nature of social media interactions, the appropriate record retention period is determined to be no longer than the online records of the social media platform. Individuals' responses to the Library's posts may also be public record and shall be archived in the same manner.
- d. The Library reserves the right to edit or modify any postings or comments for typographical or factual errors, while retaining the intent of the original post and maintaining a record of the edit. The Library reserves the right to monitor content from other users before it is posted and remove any messages it deems abusive or otherwise inappropriate for the service (see above “User Responsibility and Use Restrictions”).
- e. Library staff are available to respond to comments and questions during regular business hours but cannot always assure a timely response to questions and concerns via social media. The best way to contact the Library for a time-sensitive need is by phone or email during regular business hours.

### IV. Limit of Library Responsibility

- a. Social media users should be aware that third-party platforms have their own privacy and collection policies. The Library is not responsible or liable for any of the policies or effects thereof implemented by or as a result of third-party social media platforms and/or services. By interacting with the Library on social media platforms, each user agrees to abide by the Library's policies, the third-party platform's internal policies, and all applicable federal, state, and local laws.

- b. The Library assumes no liability regarding any event or interaction that takes place by any participant in any Library-sponsored social networking service, and does not necessarily endorse or review content outside the accounts created and maintained by Pembroke Public Library staff.

**Approved and Voted by the Trustees April 20, 2022.**