



**Name:** Social Media Policy

Category: Operational

Last Updated: October 19, 2022

### ***Policy Statement***

South Shore Public Libraries (SSPL) selects carefully chosen social media tools to enhance communication, collaboration and information exchange among library staff, library users and the general public, to address service objectives, and to meet strategic priorities.

Library social media offerings are intended to create a welcoming and inviting online space where library users may find useful or entertaining information. Social media is used to engage in promotion, outreach, and raise the Library's profile, improve and support customer service excellence, and to support all media and public relations activities.

Social Media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies. Library staff shall adhere to social media procedures.

This policy and any usage rules apply to all staff and public, whether or not they are a member of South Shore Public Libraries.

Effective date: October 19, 2022

## ***Social Media Procedures***

Social media is defined as any web application, site, or account created and maintained by South Shore Public Libraries (SSPL). The Library recognizes that new tools will emerge that may have useful applications in the Library setting in the future. The following procedures will apply to any social media in use by SSPL:

- The names of pages or accounts will clearly represent the Library.
- Decisions regarding new social media platforms are made by the Chief Librarian or their designate. Any department, branch or Friends groups interested in starting a new social media page representing SSPL must gain consent from the Chief Librarian or their designate.
- Content may be reviewed and is subject to being edited or deleted by the Chief Librarian or their designate.
- Any social media page will clearly indicate that it is maintained by the Library and should have the Library contact information prominently displayed.
- Where possible, social media pages should link to the Library's official website.
- User discussion and contribution on Library social media sites are subject to the Internet Use Policy.

## ***Usage Rules***

South Shore Public Libraries welcomes comments, posts, and messages from the community and recognizes and respects differences in opinion. However, any comments, posts, and messages may be reviewed and South Shore Public Libraries reserves the right to remove any comment, post, or message that it deems inappropriate or off-topic. South Shore Public Libraries is not responsible or liable for any content posted by any participant on a Library social media forum who is not a staff member.

Library staff and Board members, on their own time, may wish to utilize their personal social media to promote Library events, programs or initiatives, and to engage in online discussion or content-sharing around Library events, programs or services. Staff and Board members who do so are expected to comply with this policy.

The Library does not accept responsibility for any content that appears on its social media that does not originate from SSPL employees or authorized external contributors. Links to external pages are provided for the convenience of users and no responsibility is assumed by SSPL for content provided by external websites linked to from these pages.

Inappropriate content, comments, posts, or messages will be removed from any South Shore Public

Libraries social media forum. Examples include but are not limited to:

- Obscene content or hate speech.
- Personal attacks, insults, or threatening language.
- Spam or other commercial, political, or religious marketing unrelated to the Library or its social media postings.
- Any images, links, or other content that falls into the above categories.

The library reserves the right to post, refuse to post, or remove any content at any time, without notice.

The Library reserves the right to ban or block users who have posted in violation of these rules.

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