

Purpose

The William B. Ogden Free Library (WBOFL) has established social media sites primarily to promote the library's programs, materials, and services, call for library advocacy, and to share relevant community resources. When necessary, social media will also be used by the WBOFL to share emergency communications, public service announcements, and other service-related information.

Goals and Objectives

- Promotion of specific programs and initiatives through meaningful engagement with the public.
- Provide patrons with an additional means to interact with the WBOFL.
- Begin and sustain conversations with the general public, communities of interest, and individuals.
- Complement and integrate with other communication tools for wider message distribution.

Definitions

- The primary audience is the William B. Ogden Free Library community.
- For the purposes of this policy, "social media" refers to any social media site, blog, network, and communication tools that exist now and in the future that allow public feedback and sharing on the internet including, but not limited to, Facebook, Instagram, YouTube, and Twitter.

Procedures

- The Library Director will be the managing authority. All social media accounts are created only with the permission of the Library Director. Similarly, changing the name, passwords, avatar, profile pictures and other settings to the social media accounts must be approved by the Library Director.
- All login information including user names and passwords must be shared with the Library Director and included on the library's master list. This will ensure that the library maintains institutional access to accounts if staffing changes and, in the event, that emergency communications must be quickly broadcast to the public.
- All content is subject to being edited or deleted by the Library Director
- If possible, each social media page should be linked to the WBOFL's official website.
- All social media sites and content shall be monitored and updated as time allows by approved library staff. Monitoring of social media sites is expected in order to preserve the professionalism and integrity of the sites.
- Social media accounts should have more than one staff member named as an administrator when possible.

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Staff Responsibilities

When posting material and comments on social media, WBOFL staff will:

- Conduct themselves with professionalism and integrity as an online representative of WBOFL.
- Comment, like and share pages and posts from member libraries and other community organizations.
- Ensure that content is current, accurate, and relevant.
- Include links and tags when appropriate.
- Incorporate library branding.
- Write content from the point of view of the “we”, which represents the library as a whole.
- Not represent any posting or statement as official policy unless it has been approved by the Library Director.
- Observe and abide by all copyright, trademark, and service marks.
- Not make statements about patrons or post, transmit or otherwise disseminate confidential information.
- Not conduct personal business or activities on library social media accounts.
- Not link materials from employee personal social media accounts to the WBOFL social media accounts.

Appropriate Content for Staff to Post

- Notices of upcoming meetings, programs or events.
- Information about system services, trends, advocacy or technologies.
- Promotion and reposts from credible related library affiliates.
- Press releases.
- Job postings.
- Changes in library policies and/or procedures.
- Notices of program cancellations or service interruptions.
- Training and educational opportunities open to the public.
- Highlights and photos from events.
- Discussion of books, book reviews, and other library-relevant content.
- Information about library materials, displays, and passive programs.

Public Use & Moderation

- Public users should have no expectation of privacy in posting on WBOFL sponsored social media sites.
- WBOFL social media resources may be considered public records.
- By choosing to comment or post on the library’s social media sites, public users agree to give WBOFL permission to use the content of any posting without compensation or liability on the part of WBOFL.
- Content cannot be removed on the basis of disagreement with their viewpoint.
- WBOFL reserves the right to delete posts that are of the following nature:

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- Users may not post comments, tags and images that impinge on another's privacy or that may be considered objectionable or inflammatory. Violations include, but are not limited to:
 - Off-topic and/or disruptive posts.
 - Commercial promotions or spam.
 - Duplicated posts from the same individual.
 - Threatening language and personal attacks.
 - Private, personal information published without consent.
 - Obscene or libelous content.
 - Copyright infringement/plagiarized material.
 - Political advocacy.
 - Posts that violate laws or library policies.
- Library staff and users may report violations of this policy to the Library Director.
- If content is removed, it should be printed and filed for one year.
- Repeat offenders may be temporarily or permanently removed from WBOFL social media resources.
 - Any user who wishes to appeal the removal of a post or who feels they have been unfairly banned from the WBOFL's social media resources may file an appeal in writing to the Library Director to be reviewed by the Board of Trustees. Appeals will be reviewed at the next regular meeting of the board provided the appeal has been received seven days prior to the meeting.

Disclaimer: The WBOFL is not responsible or liable for the content of postings by third parties on any WBOFL sponsored social media site. Postings do not reflect the opinions or positions of the WBOFL, its employees or its board of trustees.

Approved: May 23, 2023