



Social Media Policy

Purpose

The Mendon Library's mission is to: "inspire and connect you to the stories you want, the information you need, and the community you seek." The Mendon Public Library regards social media as equally important as other communication channels in order to create a welcoming and inviting atmosphere, and to promote expanding enrichment opportunities for our community.

Definition

Social media is defined as any website or application that allows people to share information in a virtual environment. The Mendon Library recognizes that new tools will emerge which have useful application in the library setting; thus, this policy addresses social media in general.

Expectations

Positive interaction with the public is encouraged to promote an atmosphere of education and learning. When posting on the library's social media pages, you should have no expectation of privacy. Posts give the library permission to reproduce, distribute, publish, display, edit, modify, delete and otherwise use your submissions for any library-related purpose in any form of media. The Library will not give compensation for the posts. As a courtesy, the Library will remove identifying information other than the first name unless prior approval has been granted for full disclosure. Photos taken in the library or at library programs may be posted, without reference to names.

The library asks that individual user complaints be submitted directly to the Library Administration so they can be attended to quickly and specifically. Social media is not the mechanism used by the library to document or resolve library user problems and concerns, or influence Library policy, procedures, or programs.

All interaction with social media accounts will be observed for content appropriateness and posts will be deleted when any library content is not considered appropriate. This content may include but is not limited to:

- Content that may be abusive, offensive, defamatory, commercial, spam,
- Content in violation of copyright, trademark rights or other intellectual property rights of any third party,
- Content that is rude or not respectful of others
- Substantially off-topic or unrelated to the original post.

The library recommends against posting personal information to our social media platforms, and is not responsible for personal information patrons post about themselves or others.

The Board of Trustees delegates authority to monitor and/or create social media accounts to the Library Director. The Library Director may delegate this work to library staff. The library will keep records of account information in the library. No library accounts will be personal accounts.

When Library staff or volunteers use or interact with social media, behavior and content are a reflection not only of the staff member, but also of the Library. These guidelines are created to supplement, not replace, existing library policies requiring that staff and volunteers act professionally and respectfully when posting about the Mendon Public Library.

The library reserves the right to ban or block any user for any reason. Any social media user who has been banned or had a message/content deleted may appeal this decision, in writing or e-mail to the Library Director/Library Board within 30 days. A decision will be made at the next Board meeting, providing the appeal have been received seven days prior to the meeting.

By participating in the Mendon Library's social media services, each user agrees to abide by the library's policies and all applicable federal, state and local laws. Additionally, each user agrees to indemnify, defend, and hold harmless the Mendon Public Library and the Town of Mendon and their members, officers, trustees and employees from and against any and all claims, actions, causes of actions, costs, expenses, liabilities or damages (including attorney's fees) that arise out of or are related to the content posted by said user.