

Suffern Free Library - Social Media

Approved by Suffern Free Library Board of Trustees on March 23, 2021

This policy supersedes all prior policies and practices relative to this subject.

Suffern Free Library shall use various social media platforms to engage with, notify, and inform residents of the Suffern Central School District (SCSD) of the Library's services, resources, and events. Social Media will enhance Library marketing and programs, and will work to meet the goals and mission of the Library to "provide resources, services, and programs to support learning and enhance discovery so that all succeed."

Definition:

"Social Media" is defined by Merriam Webster Dictionary as "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Regulations:

Staff must update the Library's social media sites regularly (approximately five times per week) and maintain the information up-to-date and relevant to the Suffern Central School District (SCSD) community.

Staff will answer questions and reply to comments posted on social media within 48 hours. Only "friends" will be allowed to post questions or comments.

Staff will monitor all comments to ensure that they are in accord with the Library's Code of Conduct and acceptable behavior.

Staff will post videos, pictures, and content being mindful of copyright laws.

Patrons or "friends" will not be allowed to post videos and content on Suffern Library's social media sites, other than comments, questions, or "likes." Comments by users do not reflect the views or positions of the Library or its employees.

Social media may be used to live-stream programs, as well as to post videos of programs.

Staff participating in social media will be trained in the mission and values of the Library to properly represent the Library.

Social Media will maintain the same level of customer service provided at the physical Library, with the same level of professionalism.

Staff contributors will use a tone consistent with the Library's communication and marketing strategy.

Social Media content will be written from the point of view of the "we" which represents the Library as a whole, and not an individual staff member.

Staff will not post personal opinions on the Library's social media sites.

The Library will not use social media to collect user information and will protect patron privacy and confidentiality whenever possible.

Staff should be aware of the basic privacy policies of the host social media platform.

Reconsideration of Content:

Should a patron complain or have a concern about the content on social media and wish that the content be removed, the patron will contact the Library Director and/or complete the form “Reconsideration of Library Materials.” The Library will follow the same procedures for social media as for other library materials.

Acceptable Behavior:

Users are to adhere to the Library’s Code of Conduct, as well as the host platforms’ acceptable use policies.

Unacceptable behavior that may result in the removal of a post or comment, or the blocking of a user or “friend” could include speech that is not protected by the First Amendment, such as copyright violations, obscenity, child pornography, defamatory or libelous comments, or imminent or true threats against the Library, Library staff, or other users. Unprotected speech of this type is not permissible.