

## SOCIAL MEDIA

The Hussey-Mayfield Memorial Public Library (“HMMPL”) is committed to using current forms of social media for enhanced accessibility to Library patrons in our service district and to promote Library services, resources, programs, and events with responsiveness and professionalism. Social media is defined as a web application, presence, or account created and maintained by **HMMPL**. The role and utility of social media sites will be evaluated periodically by HMMPL employees, and may be terminated at any time without notice to subscribers.

### General Policy

This policy shall apply to all users of HMMPL’s social media pages, including the general public, HMMPL patrons, employees, and Trustees.

### Content

Designated HMMPL employees will have access to HMMPL’s social media accounts to manage the following types of content and features including but not limited to:

- Notice of library events, meetings, and programs; notice of community events
- Photographs and videos from the above
- Links to articles, videos, and other content about libraries, publishing, books, reading, and literacy
- Information about library-related services such as databases and electronic services
- Highlights of special collections such as local history or new additions to the collections

### Terms

Comments noting the positives about HMMPL are always welcome, but so too are constructive criticisms. HMMPL monitors its social media pages and takes input seriously; HMMPL encourages everyone to be respectful and factual in their comments. Any person posting to HMMPL’s social media accounts is fully responsible for their comments and all comments are posted in the public domain. HMMPL may retain any comments and such comments and submissions may be subject to disclosure pursuant to the Freedom of Information Act.

To participate in HMMPL social media services by commenting or posting on the social media accounts belonging to HMMPL, persons agree to the following terms:

- Abide by all HMMPL policies, including the Behavior on Public Library Property Policy, Internet Use Policy, Media Policy, Patron Privacy Policy, and the Terms and Service of each individual third-party provider. (will hyperlink to other policies)
- Uphold civility in all communications.
- Not to post or link to offensive, obscene, pornographic, threatening, violent, illegal, or discriminatory content.
- Not to post any information or links to information that may compromise the safety or security of the public or HMMPL’s systems.
- Not to engage in commercial activity regarding goods/services of any kind.

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- Not to post spam, viruses, malware, or any other destructive program, script, or code.
- To post only their own content and not post any content found to be in violation of copyright law.
- Not to post comments that contain random or unintelligible text.
- Not to post multiple, off topic posts or repetitive posts that are copied and pasted.
- No anonymous postings, or multiple postings by the same person using a fictitious or different name.
- Not to post content that contains personal information of another, including, but not limited to Library Records as defined in the Library Privacy Act, identification numbers, phone numbers, and email addresses.

The Library shall post the list of prohibited content as set forth above in a prominent location on HMMPL's website and on its social media pages. Placing a link on a social media page linking to HMMPL's website meets the requirements of this section.

### Library Rights

HMMPL retains the right to:

- Delete comments and submissions that violate this policy or the applicable social media site's terms of usage.
- Reproduce comments and submissions for HMMPL marketing. Authorship will always be credited if it is known.
- Block, remove, or otherwise ban any person from posting for behavior the Library Director or his or her designee determines is a violation of this Policy.

### Employee and Board of Trustees Policy

In addition to the guidelines set forth in Terms above employees and trustees shall follow the guidelines in this Section:

- *Content:* HMMPL employees and trustees designated by the Library Director shall have the sole authority to administer and moderate the content of HMMPL's social media pages.
- *Authority to Post on HMMPL's social media pages as the Official Library Position:* For consistent communications practices, all posts as the Official Library Position on its social media pages shall be made by the Library Director or the Library Director's designee.
- *Other employees and trustees posting to HMMPL's social media pages:*
  - Other employees and trustees may respond to an official post, but must include a disclaimer that reflects that the content contained therein is in no relation to their professional duties as an employee or trustee of HMMPL. Employees shall, in no way, attempt to convey their position as the Official Library Position.
  - Employees and trustees who violate this policy are subject to disciplinary action, up to and including discharge.

### **Liability**

HMMPL shall not be held liable for any damages resulting from use of HMMPL's social media accounts. Anyone using HMMPL's social media accounts agree to release and hold HMMPL harmless from any and all causes of action relating to use of HMMPL's social media accounts.

### **Endorsement**

HMMPL does not endorse or review content that is created by entities other than HMMPL employees. To that end, HMMPL only includes content in our social media accounts when we are a designated partner to the event (i.e., there is an existing formal partnership agreement). HMMPL only promotes events on social media accounts for events that the library is a partner.

### **Penalties**

Persons violating this policy will be asked to comply by HMMPL employees. In response to serious or repeated violations of this policy, HMMPL employees are authorized to take appropriate measures. The Library reserves the right to ban or block persons who violate this policy. In addition, all persons are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate Federal and State Law.

### **Privacy**

The library may occasionally refer to public comments made on social media. However, it will not collect, sell or knowingly transfer to any third party any personally identifiable information related to social media engagement with the library. Please be advised that any platform has its own privacy policies.

*Adapted with permission from the Traverse Area Library District.*

Approved and adopted by the Hussey-Mayfield Memorial Public Library Board on August, 20, 2015; Revised August 17, 2017, September 19, 2019, November 18, 2021, November 16, 2023.