Amityville Public Library
Library-Sponsored Social Media Policy

Purpose

The purpose of the social media employed by the Amityville Public Library is to promote and disseminate information regarding Amityville Public Library programs, news, projects, and ongoing activities to all members of the Library district consistent with the Library's mission statement. The secondary purpose is to provide a forum for Library staff and Library users to share opinions and information about **Library** related subjects and   issues.

Definition of Social Media

Social media is defined as any web application, site, or account created and maintained by the Amityville Public Library that supports the Amityville Public Library social media purpose statement.

Who May Post (Authorized Users)

Only authorized employees may set up or post to Library-sponsored blogs or micro-blogs, social networking pages, or other social media. Authorization is granted by the Library Director. Any staff member authorized to post must attend social media training, with the Director or his/her designee to review the Guidelines listed in the Addendum to this Policy. The Library Director is authorized to update the Addendum as needed to meet usage and training needs.

Acceptable Use/Handling Comments

Amityville Public Library welcomes the comments, posts, and messages of the community and recognizes and respects differences in opinion. All comments, posts, and messages are subject to review. The Library retains the right to post or to decline posting (when the capability exists) any comment to its social media site. The Amityville Public Library reserves the right, but is not required, to remove any comment, post, or message that it deems, in its sole discretion, to be abusive, defamatory, in violation of intellectual property rights, illegal or otherwise inappropriate or whose content is not in accordance with the purpose of the Library's social media site. The Amityville Public

Library will not be held responsible or liable for content posted by any subscriber in any Amityville Public Library social media forum.

The following will be removed immediately from any Amityville Public Library social media forum:

• Obscene or racist content
• Personal attacks, insults, or threatening language
• Personal information, including phone numbers, addresses, etc. or requests for personal information
• Potentially libelous statements
• Plagiarized material
• Comments, links, or information unrelated to the content of the forum
• Commercial promotions, spam, political activity, or advocacy messages

Adopted April 18, 2013

Addendum

Guidelines for Employees who Post to Library-Sponsored Social Media

(For purposes of these guidelines, authorized users will also be known as "Social Media Administrators" or "Administrators".)

1. **Be respectful.** When you post about the Amityville Public Library, its services and employees, patrons, use good judgment. Make sure your posts are professional and respectful. It is fine to disagree, as long as you do so in a civil way and you are not offensive.

2. **Add value.** We expect you to write about new developments and trends in your area of expertise. Do not just recycle news or posts; add your perspective and provide useful advice to enable patrons to better use Library resources and services. Link all posts to accompanying online location. For example if you are showcasing a program, link directly to that program record. When posting about a library resource link directly to the bibliographic/item record on the online library catalog.

3. **Post often.** We want readers to return and see what is new at the Library, and the best way to do that is to post daily or at least weekly. Please coordinate with other Library social media administrators to ensure that there are no more than two posts a day. We do want to keep readers engaged but we do not want to spam them.

4. **Accuracy counts.** Before you publish a blog post or a social media entry, confirm it for accuracy. When writing about the Library, check with the appropriate people in-house to make sure you have the facts straight. If you later learn you have made a mistake, say so -- and correct it.

5. **Avoid inappropriate topics.** We want you to generate interest, but there are many ways to do that without offending readers or placing the Library in the midst of a controversy. All Library policies, including those that prohibit harassment, discrimination, and unprofessional conduct, apply with equal force to your online posts.

6. **Respect ownership of intellectual property.** Do not copy or use work by someone else (including text, photos, and video) without proper authorization and, if required, attribution. If you are referring to a copyrighted story, keep your quotes short; if you want to refer to another's work, it is best to link to it in its entirety.

7. **Maintain patron and employee privacy.** Do not mention patrons by name or identifying details without authorization from the Library Director. If you want to discuss or mention coworkers in your posts, you must get their permission first.

8. **Ask -- and think -- before you post.** Remember, your posted content represents you and the Library to the public—and all of us want that representation to be positive. If you are not certain that what you plan to post is appropriate and legal, check with the Library Director before you post.