



SOCIAL MEDIA POLICY

The Woods Memorial Library (WML) has established social media sites primarily to inform library users about library programs, resources, and events including those co-sponsored with other organizations. Library social media sites encourage dialogue and exchange of information between users and library staff. Library social media sites include any online forum/site, web application, or account created and/or maintained by WML or its agents, which permit users to communicate with others through postings. They include but are not limited to Facebook, Instagram, and Pinterest. The WML Social Media Policy applies to all patrons, whether registered with the Woods Memorial Library or not.

The Woods Memorial Library is committed to ensuring employee use of social media does not violate federal, state, privacy, copyright, defamation or discrimination laws. We are also committed to protecting our relationship with other organizations, our confidential and proprietary information, and reflecting our professional status favorably as public employees and administrators.

RIGHTS OF THE LIBRARY

WML regards online social media in the same way as its other information resources and communications. The Library's Social Media Policy is not intended to supplement or replace other library policies. WML reserves the right to monitor content before it is posted on all of its social media sites, and to remove any messages, tags, or postings that it deems to be abusive, defamatory, in violation of copyright, or otherwise inappropriate for the service.

LIBRARY SPONSORED SOCIAL MEDIA

The Library Director is responsible for appointing staff to post on the library's social media pages and staff should be participating on those sites during work hours. Staff will post on the library's social media pages as frequently as is necessary to gain and keep interest in the library. This will be dependent on the culture of each social media platform. Content must be related to the library or of interest to the community.

EMPLOYEE PERSONAL USE OF SOCIAL MEDIA

Library employees have the same right to self-expression as other members of the general public when discussing matters of public concern. However, as public employees, library employees are expected to follow the Town of Barre's Social Media Policy and are cautioned that speech made pursuant to official duties is not protected speech under the First Amendment, and may result in disciplinary action if deemed a violation of any policy of WML or the Town of Barre. Personal social media use should occur during non-work hours.

RESIDENTS AND PATRONS POSTING ON SOCIAL MEDIA

WML permits patrons to comment on library posts, and share opinions about library-related subjects, resources and programs. Postings by patrons do not indicate library endorsement of the ideas, issues, or opinions expressed in posts on library social media sites.

WML reserves the right to restrict or remove any content that is deemed to be in violation of this policy, or any applicable law. In following the Town of Barre's Social Media Policy, content and comments on the library's social media accounts containing any of the following forms of content and postings shall not be allowed:

- Comments not topically related to the particular site or blog article being commented upon;
- Profane, obscene, or vulgar language or content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, gender, gender identity, national origin, religion, ancestry, age, or sexual orientation;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Defamatory or personal attacks against others or staff;
- Threats;
- Violations of any federal, state, or local law;
- Solicitation;
- Comments relative to political campaigns

By joining, utilizing, and/or posting on the library's social media sites, patrons agree to comply with this policy. This policy applies whether or not a patron chooses to post comments using a library computer or device, or when posting from any other computer or device to any library social media site.