

# ***PERRY PUBLIC LIBRARY***

## 70 N. Main Street Make It Part of Your Day

***Perry, New York 14530***

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Internal Social Media Policy

Purpose

The mission of the Perry Public Library is to provide recreational and educational library services to the people of the Perry Public School District. The library strives to provide a friendly, courteous and approachable environment for all. The use of social media can further that mission. Therefore, Perry Public Library has adopted this Social Media Policy to establish guidelines, procedures, and best practices for the Perry Public Library staff use of social media websites, platforms, and resources.

The primary goals of Perry Public Library’s use of social media is to:

● Promote the library’s programs, materials, and services

● Call for library advocacy

● Share relevant community resources

When necessary, social media will also be used by the Perry Public Library to share emergency communications, public service announcements, and other service-related information.

The primary audience is the Perry Public Library’s service area of the Perry Central School District.

For the purposes of this policy, “social media” refers to any social media site, blog, network, and communication tools that exist now and in the future that allows public engagement and sharing on the internet. Examples include, but are not limited to, *Facebook, Instagram, YouTube,* and *Twitter*.

General Guidelines

All other library policies apply equally to use of social media.

New social media accounts representing Perry Public Library may be established with Director’s prior approval.

All Perry Public Library social media login information including, but not limited to, usernames and passwords must be shared with the Director and included on the library’s master list. This will ensure that the library maintains institutional access to accounts if staffing changes but also in the event that emergency communications must be quickly broadcast to the public.

Social media accounts should have more than one staff member named as an Administrator.

Posts and comments should adhere to copyright laws.

Posts represent the library and the content created and shared is a reflection of the organization, therefore posts should not:

* include the expression of personal, political, or religious views;
* provide medical, legal, financial, investment, or other similar matters advice to library patrons or community members; or
* be used to collect information about library patrons or community members.

If content is removed, the original post is to be documented with a printed screenshot and filed for one year.

Comments and messages should be replied to in a timely manner when necessary.

Moderation/ Maintenance of Social Media Accounts and Content

Social media accounts will be monitored for content that may violate Perry Public Library’s policies including:

○ Selling, solicitation, commercial interests, and spam

○ Copyright violations

○ Obscenity

○ Child pornography

○ Defamatory and libelous comments

○ Imminent or true threats against the library, its staff, its Board of Trustees, or community members

○ Other speech or content not protected by the First Amendment

Content cannot be removed on the basis of disagreement with a viewpoint.

Repeat violations of acceptable behavior may result in temporary or permanent removal from the system’s social media page(s).

Persons wishing to appeal a post, removed post or a temporary or permanent ban can file an appeal with the Director to review with the Board of Trustees.

The Director and Board of Trustees will periodically evaluate all social media accounts in relation to the mission of the PPL. PPL social media accounts may be changed or terminated at any time at the discretion of the Director as authorized by the Board of Trustees. Questions or concerns regarding Perry Public Library social media accounts or this policy should be directed to the Director.

Personal Social Media Use

Perry Public Library does not intend to limit or restrict an employee’s right to utilize social media for personal reasons. However, if an employee identifies as a Perry Public Library employee, the following statement must be included in the employee’s account profile: “Opinions are my own and do not reflect that of my employer.” Additionally, staff should not represent themselves as speaking on behalf of the Perry Public Library unless granted express and specific permission to do so by the Director.

All rules regarding patron confidentiality and confidential and proprietary library information apply in full to use of social media. As a rule of thumb, any information that cannot be disclosed through a conversation, a note, or an email also cannot be disclosed through social media.

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Social Media Best Practices

* All accounts should incorporate library branding.
* The tone should be consistent with the communication and marketing strategy of the library.
* Content should be written from the point of view of the “We,” which represents the library as a whole.
* Content should be current, accurate, and relevant to the intended audience.
* Content and images should represent library patrons.
* Content should be easy to read and understand.
* Posting to social media should be done regularly.
* Graphics and images should be high resolution and include image descriptions.
* Posts should include links and tags when appropriate.
* Video content should contain open or closed captioning.
* Posts and comments should be friendly yet professional.
* Write hashtags in camelcase. i.e. #LikeThis instead of #LIKETHIS.
* Use emojis sparingly.

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