

# Thomas Crane Public Library

## Social Media Policy

### Policy Statement

The Thomas Crane Public Library endeavors to develop collections, resources and services that meet the informational, educational, cultural and recreational needs of Quincy's diverse community. To help achieve this goal, the Library uses social media to foster communication with library users and publicize library programs, services and events.

### Definition

*Social media* is any website or application which allows users to generate and share content. The library uses several social media tools, including Facebook, Twitter, Flickr, Pinterest and blogs.

### Regulations

#### *General Provisions*

1. User feedback posted on a library social networking site or blog is welcomed. Such postings will be monitored regularly by library staff for content and relevancy. Any postings containing inappropriate content will be removed. Examples of inappropriate content include:
  - offensive language or hate speech
  - personal attacks, insults or threatening or defamatory language
  - plagiarized material
  - commercial advertisements, comments or links not related to the discussion or spam
  - organized political activity
2. Content that is positive or negative and in context to the conversation will not be removed by library staff, whether the content is favorable or unfavorable to the Thomas Crane Public Library.
3. The Thomas Crane Public Library assumes no liability regarding any event or interaction which may arise out of posted content.
4. Users should be aware that third party websites have their own policies, including privacy policies, and should proceed accordingly.

### *Twitter*

5. Twitter is a social networking site that allows users to send updates of 140 characters or less in length. The library uses Twitter to keep residents informed of news and upcoming events both in the library and the literary world.
6. The library reserves the right to follow other libraries or library related organizations; we do not follow individual users.
7. The library does not respond to questions, comments or concerns on Twitter; the best way to reach a staff member is by phone or email.

### *Flickr*

8. Flickr is an online photo management and sharing application that allows users to comment on and tag photos. The library uses Flickr to share scanned images from local history collections, and showcase pictures from library programs and events.
9. The library reserves the right to join library related groups; we do not join other Flickr groups.
10. Anyone interested in using our photos for a story, blog post, printing, etc., should credit “Photo courtesy of the Thomas Crane Public Library” and include a photographer’s name when available.

### *Facebook*

11. Facebook is a social networking site that allows users to share, view and comment on updates, photos, videos and web links. The library uses Facebook to keep residents informed of news and upcoming events at the library, such as programs, meetings and holiday or snow closings.
12. The library reserves the right to like other libraries or community organizations; we do not like individual users.
13. The library cannot guarantee a response to questions, comments or concerns left on the library’s Facebook page; the best way to reach a staff member is by phone or email.

### *Blogs*

14. The library maintains a series of blogs on the Thomas Crane Public Library website.
15. Many blog posts feature informal reviews of books, music and movies. The opinions expressed in these blogs do not represent the opinions of the library as an organization; they are the opinions of the individual library staff bloggers.

*Pinterest*

14. Pinterest is a content sharing service that allows members to “pin” images, videos and other objects to a virtual pinboard. The library uses Pinterest to share themed reading lists and to lead people to content on the library’s website, such as staff book picks and information about library events.
  
15. The library reserves the right to follow the boards of other libraries or community organizations; we do not follow the boards of individual users.

Adopted by Vote of the Library Board of Trustees, June 11, 2012