

Thomas Crane Public Library

Social Media and Website Policy

Policy Statement

The Thomas Crane Public Library uses its website and a variety of social media platforms to communicate with Library users and the general public regarding Library programs and services. We recognize that new tools will emerge that have useful applications in a Library setting; thus, this policy addresses the Library's Internet presence in general.

Definition

Social media is any website or application that allows users to generate and share content. Social media can include, but is not limited to, blogging, instant messaging, social networking sites, and wikis. Examples of such sites are Twitter, Facebook, Instagram, and YouTube.

Regulations

1. User feedback posted on a Library site is welcomed. Such postings will be monitored regularly by Library staff for content and relevance. The Library reserves the right, within its sole discretion, not to post and to remove submissions or comments that are unlawful or violate this policy. The Library also reserves the right to ban or block users who have posted in violation of this policy.

Examples of inappropriate content include but are not limited to:

- Obscene material, offensive, profane or vulgar language, or hate speech
 - Personal attacks, insults, or threatening or defamatory language
 - Potentially libelous content
 - Content that violates another party's intellectual property rights
 - Falsification of identity
 - Private, personal information published without consent
 - Duplicated posts from the same individual
 - Charitable solicitations, commercial promotions, comments or links not related to the discussion, or spam
 - Proselytizing messages, or content regarding political campaigns and ballot measures
 - Sexual content or links to sexual content
 - Content that compromises safety or security
 - Content that constitutes or encourages violation of laws or Library policies
 - Any images, links, or other content that fall into any of the above categories.
2. The Library evaluates information that it posts online, but sharing or linking to content online does not mean the Library endorses or is affiliated with the content or content creator. The Library also has no affiliation with any advertisements or other material posted by third party sites or software.

3. Thomas Crane Public Library assumes no liability regarding any event or interaction which may arise out of posted content. Posted content is the opinion of the poster only, and publication of a comment does not imply endorsement or agreement by the Library.
4. Participation in Thomas Crane Public Library social networking services implies agreement with all Library policies, including its Social Media Policy and Computer and Internet Use Policy.
5. Users should be aware that third party websites have their own policies, including privacy policies, and should proceed accordingly. Users who do not agree to these terms should not use the services provided.
6. Users should have no expectation of privacy in postings on Library-sponsored social media sites; by using such sites, users consent to the Library's right to access, monitor, and read any postings on those sites. Social media is permanent, retrievable, and public. Messages can potentially be read by anyone once posted, regardless of status on Friends, Follower, or Subscriber Lists. The Library recommends that users do not post their personal information or contact information on social media sites.
7. The Library does not act in place of, or in the absence of, a parent.
8. The Library does not collect, maintain, or otherwise use the personal information stored on any third party site in any way other than to communicate with users on that site, unless granted permission by users for Library contact outside the site. The purpose for contact outside the site may include program promotion, volunteer opportunities, information assistance, or other similar activities. Users may remove themselves at any time from the Library's "friends" or "fan" lists.
9. The Library reserves the right to follow, like and share the social media sites of other libraries or community organizations and book-related sites. We may follow individual accounts of noteworthy public figures, but we will not generally follow other individuals and will not tag photos or otherwise share identifying information of any Library patron appearing in posts or photos without explicit permission from the patron.
10. Library staff is available to respond to comments and questions during Library open hours only, therefore the Library cannot assure a timely response to questions, comments, or concerns via social media. The best way to contact the Library is by phone or email.
11. Users may report concerns and Library moderators will endeavor to review those concerns as soon as possible. The Library will not remove all posts that have been reported and the Library cannot respond individually to every report.
12. 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.

13. Many 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 content creators.
14. The role and utility of social media sites will be evaluated periodically by Library staff and may be terminated at any time without notice to subscribers.

Adopted by Vote of the Library Board of Trustees, June 11, 2012; Amended December 10, 2018