

UPPER MORELAND FREE PUBLIC LIBRARY

Revised:	02/14/2018
Next Review:	1 st Qtr 2023
Reviewed	02/13/2020
Original:	09/10/2014

SOCIAL MEDIA

I. POLICY

- A. The purpose of this policy is to establish the library's social media guidelines and the library's expectations of the user.
- B. The library assumes no liability regarding interactions that take place on any library social media account, and it does not endorse any content outside of the accounts maintained by the library.
- C. The library has no affiliation with any advertisers or platform algorithms on any library social media account, and it does not endorse any outside advertising content.
- D. The library reserves the right to remove any inappropriate messages or postings in their entirety. The library is not obligated to take any such action. An inappropriate post that may be removed contains any of the following:
 - 1. Comments that are personal attacks, defamatory, threatening, or that negatively target a protected class
 - 2. Comments that contain sexually explicit or obscene material
 - 3. Comments that are in violation of the copyright or trademark right, or other intellectual property right of any third party
 - 4. Commercial promotions or spam
 - 5. Comments that contain solicitations unrelated to the discussion topic
 - 6. Hyperlinks to materials that are not directly related to the discussion topic
 - 7. Comments that are off-topic to the library's mission, or its activities
 - 8. Photos or other images unrelated to the library, its mission, or its activities
 - 9. Posts that contain personal information in the comment/post, such as last name, school, phone, or e-mail.
- E. Users may be blocked permanently or temporarily from the library's social media accounts at the director's discretion.

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1. The decision to remove a post or block a user may be appealed in writing to the director within 30 days after the deletion.
 2. The director will present the written appeal to the board executive committee.
- F. Social media records are not required to be retained after administrative and/or reference value has been served.
- G. The role and utility of social networking services in relation to the goals and purposes of the library will be evaluated periodically by the library staff and may be terminated at any time without notice.
- H. The library reserves the right to use any posts on library social media in public relation materials.
- I. The person posting a comment agrees to indemnify the library and its trustees and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to the content that is posted.
- J. Library forums and messaging may not be used for commercial purposes.
- K. Social media content is not retained by the library.

II. DEFINITIONS

- A. Social media platforms are defined as any website or application which allow users to share information. Social media platforms can include, but are not limited to, blogging, instant messaging, social networking sites, wikis, or posts to patron reviews of library materials.
- B. As it applies to this policy, posting is defined as all content updated on a library account of a social media platform.

III. RESPONSIBILITY: The director shall establish necessary procedures to comply with this policy.