

Barrington Public Library
SOCIAL MEDIA POLICY

Policy Statement

Barrington Public Library (Library) seeks to develop collections, resources, and services that meet the informational, educational, cultural, and recreational needs of Barrington's diverse community. The Library participates in, maintains, and uses social media in many forms in order to foster communication with library users and publicize library and library-related classes, services, and events.

To participate in Library social media services, the user must agree to abide by all Library policies, including but not limited to the Internet Use Policy, as well as the Terms of Service of each individual third-party service provider.

Definition

Social media is any website or application which allows users to generate and share content.

General Statement

The Library social media posts must be accurate, respectful, reflect the mission and vision of the Library, and respect copyright and public records laws.

The Library welcomes interaction with members of the community on various social networking websites, platforms, and media. The Library invites comments, posts, and messages, while recognizing and respecting differences of opinion and upholding the standards of ethics and conduct delineated for staff and patrons in the Barrington Public Library Behavior Policy. The Library seeks to provide social media users with environments free from discrimination and obscenities. Therefore, all comments, posts, and messages are subject to review by the Library. The Library reserves the right to remove any comment, post, or message that it deems, in its sole discretion, to be abusive, defamatory, in violation of intellectual property rights, or otherwise inappropriate.

User-Generated Content Regulation

Content containing the following will be removed:

- Disrespectful, inflammatory or off-topic comments
- Obscene or otherwise threatening comments
- Personal attacks or insults
- Plagiarized material (quotations without credit lines)
- Information that is likely to compromise the safety or security of the public or public systems
- Private or personal information published without consent
- Commercial promotions, spam, or organized political activity
- Hyperlinks and images which meet any of the above criteria

If it happens that any individual repeatedly and/or habitually provides content to Library-sponsored websites that meets the criteria above, the Library reserves the right to permanently withhold that individual's ability to post to Library-sponsored websites via the security options available for the website in question.

The Library further reserves the right to reproduce comments, posts, and messages in other public venues, without further permission from subscribers.

The Library is not responsible or liable for the content of postings by third parties on any Library-sponsored social media site, and third party postings do not reflect the opinions or positions of the Library, its employees, or its Board of Trustees.

The Library assumes no liability regarding any content provided by any participant in any Library-sponsored social media service, and it does not endorse or review content outside the "pages" created by library staff.

Interaction (posting, commenting, or messaging) with any Library-sponsored page, the user agrees to indemnify and hold harmless the Library, its employees, affiliates, Board of Trustees, and the Town of Barrington from and against any and all liabilities, judgements, damages, and costs incurred by any of them which arise out of or are related to content the user posts.

Library Social Media

The Library uses multiple social media platforms. These platforms are updated and managed by library staff.

The Library reserves the right to “like” and/or “follow” other libraries, community organizations, and professional institutions. We do not “like” and/or “follow” individual users.

The Library responds to questions, comments, mentions, retweets, and shares in a timely manner via the appropriate social media. The best way to contact the Library is through email or Facebook private messaging. If a comment is deemed inappropriate per the Library regulation rules, the Library reserves the right to hide or remove the content.

Relationship with the Town of Barrington

The Library does not create social media for Town of Barrington departments and non-library related events and programs. The Library will share posts for the Town of Barrington departments via the social media platform if the content was originally created for an event or program scheduled at the Library. The event or program must adhere to the Library’s mission and vision, and the event or program coordinator must request to coordinate social media publicity with the Library at least one week in advance. The Library cannot guarantee any social media publicity for requests made less than one week in advance. Library posts always take priority over sharing the Town Department events or programs.

Policy Subject to Revision

This policy may be revised from time to time.

Approved by the Library Board of Trustees subject to review by Town Solicitor:

May 17, 2018