Social Media Policy

Purpose:

The purpose of the social media employed by the Babylon Library is to promote and disseminate information regarding Library programs, news, projects, and ongoing activities to all members of the Library district consistent with the Library's mission statement. The secondary purpose is to provide a forum for Library staff and patrons to share information about Library related subjects and issues.

The Library aims to provide a welcoming and inviting online space where patrons will find useful information and be able to interact with Library staff and other patrons.

While the Library encourages an open forum, posts and comments are moderated by Library staff. The Library reserves the right, at its sole discretion, not to publish/post and/or to remove submissions or comments that violate this policy and/or are otherwise inappropriate or unlawful.

The following will be removed immediately from any Babylon Library social media accounts and/or forums:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Personal information, including phone numbers, addresses, etc. or requests for personal information
- Potentially libelous statements
- Plagiarized material
- Comments, links, or information unrelated to the content of the forum
- Commercial promotions, spam, political activity, or advocacy messages.

Library Employees:

Only employees designated and authorized by the Library Director can prepare content for, publish, delete, edit or otherwise modify content on the Library's social media platforms on behalf of the Library. Designated and authorized employees are responsible for ensuring that the Library's social media posts conform to all applicable Library rules and guidelines.

All other Library employees may post and/or comment as members of the general public, and are subject to the general guidelines set forth above, as well as the additional rules set forth below:

1. Employees are prohibited from posting or otherwise sharing confidential, proprietary, or nonpublic Library information
2. Employees are prohibited from posting or otherwise sharing personal information regarding fellow employees, including, but not limited to, home addresses, phone numbers, social security numbers and/or medical information.

3. Employees are prohibited from posting or otherwise sharing confidential patron information, including, but not limited to, names, addresses, phone numbers, email addresses, borrowing history and/or account numbers.
4. The Library's harassment policy shall apply to employee posts and comments.
5. Employees may not post personal views or statements as representing the views or statements of the Library. Employees who choose to identify themselves as employees of the Library on social media should state explicitly, clearly, and in a prominent place that their views are their own and not those of the Library.

Any content that staff create to post on the Library's official social media accounts, such as videos, discussion content, artwork, etc. is to be deemed the property of the Library for all purposes.

Violations:

Patrons who repeatedly violate these rules may be barred from further commenting and/or posting.

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Adopted August 18, 2020