



Cumberland
Public Library

Social Networking Policy

Connecting with Our Community

2020-2021

Social Networking

The Cumberland Public Library sponsors staff blogs, wikis, photo sharing, video sharing, tagged websites, and other social networking sites to further its mission to meet the cultural, educational, and informational needs of Library users and community residents. Much of the content will relate to libraries, authors, books, and the book-publishing industry and to programs, events, photos and/or images, or special topics the Library is discussing or promoting. The Cumberland Public Library's sponsored sites are also a place for the public to share opinions about Library-related subjects and issues. Comments are welcome and will be reviewed prior to publishing, when possible.

Social networking is defined as any website or application that allows users to share information online. Social networking tools can include, but are not limited to blogs, instant messaging, social networking sites, text messaging, and wikis.

Social Networking Acceptable Use

The goals of the Cumberland Public Library sponsored social networking sites are:

- ❖ To increase the public's knowledge of and use of Library services;
- ❖ To promote the value and importance of the Library's services among governing officials, civic leaders, and the general public; and
- ❖ To maintain open, professional, and responsive communications with members of the public and the news media.

Publicly posted information will be professional and reflect positively on the Cumberland Public Library and its staff, volunteers, and services. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar before publishing any posts. The Cumberland Public Library reserves the right not to publish any posting or to later remove it.

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, reference help, or other similar activities. Users may remove themselves at any time from the Library's "friends" or "followers" lists, or request that that Library remove them. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

The role and utility of social networking sites will be evaluated periodically by Library staff and may be terminated at any time without notice to subscribers.

Staff should take great care to avoid more personal interactions with patrons via social media. A professional manner should always be used, and unless the patron is known personally to the staff member outside of work, individual connections through personal accounts should be avoided in most cases. This is of greater importance when dealing with patrons who are minors. Such connections should never be used for personal benefit or commercial profit.

Comments from the Public

Comments, posts, and messages are welcome on the Cumberland Public Library social networking sites. While the Library recognizes and respects differences of opinion, all such interactions will be regularly monitored and reviewed for content and relevancy.

Where moderation of comments is an available option, comments from the public will be moderated before posting by the Cumberland Public Library designated staff editors. Library staff reserves the right to review all comments and postings and delete comments that are inconsistent with the content created by the Library staff. Library staff may block the person who posted inconsistent comments or postings from posting any further information to the Library's social networking sites. Comments or postings that fall into one of the following categories will be deleted by Library staff:

- ❖ Obscene, sexist, or racist content;
- ❖ Harassing Library staff or other social media users. Harassing comments or postings including profane or obscene statements or images, threatening physical harm toward another person, and engaging in behavior with the sole intent of annoying another person;
- ❖ Libelous and slanderous statements;
- ❖ Plagiarizing or posting copyrighted material without permission or authority;
- ❖ Private, personal information of another person without appropriate consent or authority;
- ❖ Comments, postings, and/or hyperlinks not related to the content created by the Library staff;
- ❖ Advertisement and solicitation that are prohibited by the posting policies governing the interior space of the Library building; and
- ❖ Photos or other images that fall into any of the above categories.

The Cumberland Public Library is not obligated to take any such actions and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the service.

By posting a comment, individuals agree to indemnify the Cumberland Public Library, its officers, and staff 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 posted by patrons. Forums and messaging may not be used for commercial purposes or for organized political activity. All such comments or posts will be removed.

If an individual does not agree to these terms, the individual should not use the Cumberland Public Library sponsored sites as a violation of these terms.

Social Media Tools

Twitter

The Library's Twitter account may follow: other public and academic libraries, special libraries such as the Library of Congress, librarians, publishers, bookstores, authors, news sources such as CNN and *The New York Times*, official Town of Cumberland sites, and other government entities. Guidelines for whom to follow on Twitter will align with the philosophies found in the Library's collection development policy. The Twitter accounts will be monitored on a regular basis during normal hours of Library operation. If someone posts a message that is in violation of the Library's social networking policy than Library staff will stop following the person who made the comment.

Facebook

The Library's Facebook page will be monitored on a daily basis during normal hours of Library operation, via review of the site and/or through email notifications. If a fan/friend posts content that is deemed in violation of the Library's social media policy, the Library will delete the content in violation. The fan/friend whose comment(s) are removed will be sent a private alert message via Facebook informing them that their comment(s) were removed due to violations with the Library social networking policy. The message will restate the policy and direct them to contact the Facebook site administrator for further information/clarification. The message will also explain the consequences of the "three strike policy" for repeat violations. A follower whose comments are removed for a second violation of the Library Social Networking Policy will receive a second, similar private alert message, and be notified that upon receiving a third violation of policy, they will be removed as a fan/friend of the Library Facebook page. Upon a third violation and removal of comment(s) the fan/friend will receive a message informing them that they are being removed as a fan/friend and they will be directed to Facebook site administrator for further information/clarification.

Membership in the Cumberland Library Kids group, which is a part of the Library's Facebook presence, does require approval by a staff member.

Instagram

Instagram is a mobile, desktop, and Internet-based photo-sharing application that allows users to share pictures and videos. The Library will use the platforms specifically as an outreach tool to interact with the teens served by the Library. Through this platform, the Library will share images promoting services and programs offered through the Library and share images to highlight spaces and programs dedicated to teens at the Library. The Teen Services staff will evaluate all comments posted to any of the Library's images, using the procedure highlighted in the Facebook section of this policy.

LinkedIn

LinkedIn is a social media platform designed to find connections to recommend job candidates, industry experts, and business partners. The Library will use the platform to share information about programs and resources relating to job training and career resources available through the Library via the collections, programs organized through the Library, and events taking place at the Library. The Library will also post all job postings for positions that are available at the Library to share information about the positions for those who might be interested in applying.

Approved Library Board of Trustees, October 25, 2011
Update approved Library Board of Trustees, December 21, 2015
Update approved Library Board of Trustees, March 27, 2017
Update approved Library Board of Trustees November 2018