

## **Social Networking/Media Policy**

### **Agreement**

By choosing to comment on and/or to utilize Samuels Public Library's social media sites, users agree to the following rules and policies.

### **General Policy**

Content will be created by Samuels Public Library staff assigned to the library's Social Media Team to assist in fulfilling our mission of bringing people, information, and ideas together to enrich lives and build community. Samuels Public Library serves the residents of Warren County, Virginia, and surrounding counties. 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 that the Library is discussing or promoting.

### **Unacceptable Comments/Behavior**

Comments from the public are allowed, but will be reviewed by Library staff for content. The following constitute unacceptable behavior on Library social media pages: uses for any purpose that violates applicable federal, state, or local laws, including copyright laws; malicious threatening or harassing posts; unsolicited advertising; obscene, sexist, or racist content; libelous or slanderous statements; 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. Unacceptable comments will be removed and may result in blocking of the offending user by the Library Director. Obscenity and profanity are strictly prohibited.

### **Facebook**

The Facebook site will be monitored on a daily basis during normal hours of library operations, via review of the site. If an individual posts content that is deemed in violation of the Library's social media policy, the Library will delete the content in violation, and notify the offender via private Facebook message that their comment has been removed due to violations with the Library social media networking policy. At the Social Media Team's discretion, an egregious violation or repeated violations may result in a user being immediately blocked from the Library Facebook page.

A Facebook user who has his or her posting deleted or is banned by the Library staff may appeal the decision, in writing, to the Library Director within 30 days after the deletion or blocking. The Library Director will affirm or reverse staff's decision to delete a posting or ban a user from the Library's page within 30 days after receiving the written appeal.

Review Facebook's Community Standards here: <https://www.facebook.com/communitystandards/>.

### **Instagram**

The Instagram site will be monitored on a daily basis during normal hours of library operations, via review of the site. If an individual posts content that is deemed in violation of the Library's social media policy, the Library will delete the content in violation. At the Social Media Team's discretion, an egregious violation or repeated violations may result in a user being blocked from the Library Instagram page.

An Instagram user who has his or her posting deleted by the Library staff or is blocked from posting public comments on the Library Instagram page may appeal the decision, in writing, to the Library Director within 30 days after the deletion or blocking. The Library Director will affirm or reverse staff's decision to delete a posting or block a user within 30 days after receiving the written appeal.

Review Instagram's Terms of Use here: <https://help.instagram.com/581066165581870>.

### **Twitter**

The Library Twitter site 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 Warren County and Town of Front Royal sites, and other government entities. Guidelines for whom to follow on Twitter will align with the Library's mission.

The Twitter site will be monitored on a regular basis during normal hours of library operations. If someone posts a message that is in violation of the Library's social networking policy then the Library will stop following the person who made the comment. If the Library is tagged in an unacceptable post, Library staff will remove the tag from that tweet. A Twitter user who is no longer followed by the Library may appeal the decision in writing to the Library Director within 30 days after the decision. The Library Director will affirm or reverse staff's decision within 30 days after receiving the written appeal.

Review Twitter's Rules and Policies here: <https://help.twitter.com/en/rules-and-policies>.

### **YouTube**

The YouTube comments will be monitored on a daily basis during normal hours of library operations, via review of the site. If a comment contains content that is deemed in violation of the Library's social media policy, the Library will delete the content in violation. At the Social Media Team's discretion, an egregious violation or repeated violations may result in a user being immediately blocked from the Library YouTube page.

A YouTube user who has his or her comment deleted by the Library staff or is blocked from posting public comments on the Library YouTube page may appeal the decision, in writing, to

the Library Director within 30 days after the deletion or blocking. The Library Director will affirm or reverse staff's decision to delete a posting or block a user within 30 days after receiving the written appeal.

Review YouTube's Community Guidelines here:

<https://www.youtube.com/yt/about/policies/#community-guidelines>.

### **Disclaimer**

Comments expressed on any social media platform do not reflect the views or positions of the library, its trustees, or its employees. Social media users should exercise their own judgement about the quality and accuracy of any information presented through social media.

### **Privacy**

The Library may occasionally refer to public comments made on social media. However, it will not collect, sell, or knowingly transfer to any third party any personally identifiable information related to social media engagement with the Library. Please be advised that each social media platform has its own privacy policies, and should be reviewed carefully. Instagram's privacy policy can be viewed at <https://help.instagram.com/519522125107875>. Facebook's privacy policy can be viewed at <https://www.facebook.com/privacy/explanation>. Twitter's privacy policy can be viewed at <https://twitter.com/en/privacy>. YouTube's privacy policy can be viewed at <https://www.youtube.com/yt/about/policies/#community-guidelines>.

### **Records Retention**

If the Library staff deletes a comment or post, the Library will retain a copy of the deleted material.

### **Mailing Address**

Appeals should be addressed to: Samuels Public Library Director, 330 East Criser Road, Front Royal, VA 22630

Approved by the Board of Trustees September 9, 2019