

Social Media Policy

Purpose

The Somerset County Library endorses the use of carefully chosen social media tools as an important enhancement to communication, collaboration, and information exchange among the Somerset County Library, its users, and the general public. Social media use by libraries can provide stream-lined, cost-effective marketing and outreach, as well as foster a sense of community between the library and its users.

Policy

The mission of the Somerset County Library is to promote learning by providing materials, services, and access to information that enrich our community and excite the imagination. Social media tools provide a potentially valuable method to assist in this mission. Social media tools employed by the library will be selected to enhance or provide more cost-effective means to deliver such library functions as:

- Community outreach, marketing, and publicity
- Education of the community in the use of library resources
- Information and reference services
- Cultural and educational programming

Library social media offerings are intended to create a welcoming and inviting online space where library users will find useful and entertaining information. In some forums, users may be able to interact with library staff and other library users, as detailed in section V. below.

Procedures

- SCLS staff participation in social media sites or pages and online communities (not individual posts) shall be approved in advance by the Library Director.
- Where possible, each social media page should clearly indicate that it is maintained by the Somerset County Library and should have SCLS contact information prominently displayed.
- Where possible, each social media page/profile should include an introductory statement that clearly states the purpose and scope of the library's presence on the website.
- Where possible, social media pages should link to SCLS's official website and this social media policy.
- If user discussion is invited on library created and maintained social media sites, it shall be subject to the Public Terms of Use, see below. This shall be clearly indicated on the social media page that invites participation.
- Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and record management policies.

Staff Responsibilities

- A. When representing the SCLS via social media, personnel shall:
 - 1. Conduct themselves at all times as representatives of SCLS, and, accordingly, adhere to all associated standards of conduct;
 - 2. Identify him or herself by name as SCLS personnel;
 - 3. Not make statements about patrons, or post, transmit or otherwise disseminate confidential information in violation of the SCLS's Privacy Policy;
 - 4. Not represent postings as official SCLS policy, unless this has been clearly approved by the Library Director;
 - 5. Not conduct political activities or private business.
- B. SCLS personnel are prohibited from using library computers to access social media sites when this activity interferes with regular duties.
- C. SCLS personnel shall observe and abide by all the copyright, trademark, and service mark restrictions in posting materials to electronic media.

Public Terms of Use

- A. SCLS has no affiliation with any advertisements or other material posted by third party sites or software.
- B. SCLS is not responsible for or liable for content posted by any subscriber in any forum, message board, or other area of social media software.
 - 1. By choosing to comment on SCLS' Social Media site, public users agree to these terms: Comments are moderated by SCLS staff, and SCLS reserves the right to monitor content and to modify or remove any comments that are unlawful or off topic as determined in its sole discretion, including, but not limited to:
 - a. Plagiarized material;
 - b. Copyright or trademark violations;
 - c. Off-topic comments;
 - d. Commercial material/spam;
 - e. Duplicate posts from the same individual;
 - f. Comments containing sexually explicit language, images, links, or statements that ridicule, malign, disparage, or otherwise express bias against any race, religion, or protected class of individuals;
 - g. Defamatory, abusive, obscene or potentially libelous comments;
 - h. Personal comments about individuals, including attacks, insults, threatening language, or;
 - i. Images, executable programs of any non-textual content.
 - 2. Persons who repeatedly violate these terms may be barred from further postings.
 - 3. All comments are public records, and as such are subject to public records law.

Commenters are urged to protect their privacy. Commenters should not post personally identifying information, included but not limited to: last name, school, age, phone number,

address, library card number. SCLS recommends use of a generic username that is not personally identifying.

Potential Uses

- A. Social media can be used for community outreach and engagement by:
 - 1. Demonstrating SCLS resources;
 - 2. Announcing program offerings, special events and services, and service interruptions;
 - 3. Providing a public forum to facilitate the sharing of ideas, opinions, and information about library-related subjects and issues;
 - 4. Providing reader's advisory service through staff book lists and recommendations;
 - 5. Providing quick response to information requests from the community.
- B. Social media can be used for marketing by:
 - 1. Extending beyond traditional media sources in order to reach new users from younger demographics;
 - 2. Providing low to no cost (staff time only) publicity in a social atmosphere not unlike the word-of-mouth network so vital and successful to promotion in our community.
- C. Social media can be used to make time-sensitive notifications related to:
 - 1. Library facilities closures;
 - 2. Changes to special events;
 - 3. Availability of government documents/forms and related deadlines.