



Social Media Policy

LIBRARY MISSION

The Massanutten Regional Library system provides the community with a courteous, well-trained staff and a comprehensive, balanced collection of materials, programs, and technology in a safe and welcoming environment.

PURPOSE

Massanutten Regional Library (MRL) selects carefully chosen Social Media tools as an important enhancement to communication, collaboration and information exchange between MRL staff, Library users and the general public. MRL recognizes that new tools will emerge which have useful application in the Library setting; thus, this policy addresses Social Media in general.

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 interact with Library staff and other Library users.

DEFINITIONS

“Social Media” is defined as any facility for online publication and commentary, including but not limited to blogs, wikis, and social networking sites (e.g. **Facebook**, **Twitter**, or **Tumblr**).

“Library” shall mean the Massanutten Regional Library.

“Posting” shall mean any writing, image, video, download, audio file, and hyperlinks to other websites [or media which is downloaded, referenced, inserted, or] placed upon any MRL Social Media site.

POLICY

Social Media Procedures:

- The names of pages or accounts should clearly represent the Library.
- Decisions regarding new social media outlets are made by the Library Director or her/his designees. Branches and individual departments should not create accounts on new sites without getting prior approval.
- All content is reviewed and is subject to being edited or deleted by the Library Director or her/his designees.

Adopted by MRL Board of Trustees March 2014
Updated September 2016

- Where possible, each Social Media page should clearly indicate that it is maintained by MRL and should have MRL contact information prominently displayed.
- Where possible, Social Media pages should link to the Library's official website and this Social Media policy. For branch oriented pages, they should link to the branch web page where possible.
- User discussion and contribution on Library Social Media sites is subject to the Internet Use Policy where applicable. 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 records management policies.
 - Content is subject to public records laws.
 - Content shall be managed, stored, and retrieved to comply with open records laws and e-discovery laws and policies.

Staff Responsibilities:

When Library staff uses Social Media, behavior and content is not only a reflection of the staff member, but also of the Library. This policy complements, rather than overrides, any existing requirements that staff act professionally, respectfully and honestly.

If a staff member is about to publish something that makes him or her even the slightest bit uncomfortable, don't shrug it off and hit 'send.' If the staff member is unsure, discuss it with a supervisor, the Director of Advancement, or the Onsite IT Coordinator.

User Responsibilities

By choosing to comment on Library Social Media sites, public users agree to these terms:

1. Comments are moderated by Library staff, and MRL has the sole discretion to not post or to remove comments that do not adhere to these terms.
2. Users may not post comments, tags and images that impinge on another's privacy or that may be considered objectionable or inflammatory. Violations include, but are not limited to:
 - off-topic and/or disruptive posts
 - commercial promotions or spam
 - duplicated posts from the same individual
 - threatening language and personal attacks
 - private, personal information published without consent
 - obscene, sexist, racist or libelous content
 - copyright infringement/plagiarized material
 - political advocacy
 - posts that violate laws or Library policies
3. Users of all ages have the responsibility to protect their privacy and should not post personally identifying information, such as last name, school, age, phone number or address. The Library does not act in place of, or in the absence of, a parent.
4. Persons who repeatedly violate these terms may be barred from further postings.

-
5. By posting on the Library's social media sites, you give the Library permission to use your first name, profile picture, and the content of any posting you make without compensation to you or liability on the part of the Library. This permission ends when you delete your posting.

This policy applies to all patrons, whether registered with Massanutten Regional Library or not.