

Social Media Policy
Sunderland Public Library

Approved 3/23/2017

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Social Media Defined

Social media are computer-mediated technologies that allow for the creation and sharing of information, ideas, and expressions between multiple users. The Sunderland Public Library uses social media to share information with our current patrons and to reach out to potential new patrons.

Purpose

The Sunderland Public Library will use social media to reach out to patrons beyond the library walls. This includes promoting library materials, services, and events, sharing images of our library and community, and share information about other non-profit community events.

Content

- The Library Director is responsible for appointing staff to post on the library's social media pages.
- Staff will post on the library's social media pages as frequently as is necessary to gain and keep interest in the library. This will be dependent on the culture of each social media platform.
- Content must be related to the library or of interest to the Sunderland community.

Regulations

Comments, posts, and "likes" are welcome on all Sunderland Public Library social media posts and pages, as are respectful differences of opinion. All interactions with or on the library's social media posts and pages will be regularly monitored by Sunderland Public Library staff for their appropriateness. Items that are deemed inappropriate will be removed from the social media site. Library staff have the sole power to determine what is and what is not appropriate on the library's social media pages, but their decision will be guided by the following strictures:

- Content may not be contrary to the library's *Technology Resources Usage Policy*.
- Content may not be obscene or discriminatory.
- Content may not contain abusive or threatening language, or personal attacks.
- Content may not be posted with the intention of promoting commercial enterprises.
- Spam may not be posted.
- Copyrighted or plagiarized materials may not be posted.

The Sunderland Public Library staff may immediately remove items that meet the above criteria and reserve the right to ban the patron who posted the violation from the library's social media pages.