

## SOCIAL MEDIA POLICY

### Table of Contents

Definition of Social Media.....	1
Authorized Staff .....	1
Statement of Mission.....	1
Goals .....	1
Acceptable Use .....	2
Audience .....	2
Comment Moderation Policy.....	2
Comment Moderation Procedure .....	2
Staff Responsibilities.....	3
Disclaimer.....	3

### Definition of Social Media

Any website or application which allows users to generate and share content.

Examples include: Facebook, Twitter, Instagram, blogs, newsletters etc.

### Authorized Staff

Users who have permission to log on and post media.

### Statement of Mission

Our social media policy is aligned with our mission statement:

*“Rogers Free Library strives to serve a diverse community to provide access to ideas, information and essential resources in both print and digital formats. The goal is to promote life-long learning, encourage the joys of reading and support the interests of its patrons. A strong advocate of intellectual freedom, Rogers Free Library endeavors to enrich the lives of those who avail themselves of its services and facilities.”*

### Goals

- Make the public, our members and civic leaders aware of our collections, services, and events.
- Share resources to further promote education among the public.

## Acceptable Use

- To promote the value of the library.
- To increase the public's knowledge of our services, collections and events.
- To maintain a professional open line of communication with the public about services, collections, and events.
- Announce emergency information (storm closings, parking bans etc.)

## Audience

The intended audience for the Library's social media accounts is the general public, including residents of the communities that are members of the Ocean State Libraries Consortium, visitors to the library, and other interested parties.

## Comment Moderation Policy

The Library reserves the right to block or remove content posted by a member of the public that contains speech that the United States Supreme Court has determined falls into a category not protected by the First Amendment, including, without limitation, obscenity, fighting words, incitement to imminent lawless action, true threats, solicitations to commit crimes, etc.

The Library may also block or remove content posted by a member of the public if it is posted on a social media platform that the Library has opened as a limited public forum, limited to posts on certain topics, and the post by the member of the public is not germane to the topic of the limited public forum. The Library will not block or remove content posted by a member of the public for reason of their expressed viewpoint.

Further, the library will delete advertisements, solicitations, or plagiarism posted to the library-sponsored social media sites.

Content posted to any Library-sponsored social media site must comply with that site's terms and conditions, and the Library reserves the right to report any violation of those terms to the site administrator so the site administrator may take appropriate and reasonable responsive action.

Content posted by a member of the public on any Library-sponsored social media site shall be the opinion of the commentator or poster only, and publication of content does not imply endorsement of, or agreement by the Library, nor does such Content necessarily reflect the opinions or policies of the Library.

## Comment Moderation Procedure

Any posts, comments or inbox messages that violate the social media policy will be reported to the Library Director or Assistant Director. If neither, is available, moderator's discretion will determine next steps.

Moderator will alert the user via the following message that his/her/their post is inappropriate according to the guidelines of our social policy:

"Your post has been deleted by the moderator because it violates our social media policy which is available on our website ([www.rogersfreelibrary.org](http://www.rogersfreelibrary.org))"

Staff will archive/record the post before deleting it by taking a screenshot and saving it to a flash drive or backup system. Then the post will be deleted.

### Staff Responsibilities

"A social media account serves as the digital face of the library and should maintain the same level of customer service provided in the physical library. Staff members must remain professional at all times and refrain from expressing personal views when posting on behalf of the library. All staff should apply the following guidelines in a consistent manner." (ALA Guidelines)

- Staff will monitor social media two to three times a week. We cannot always respond to time-sensitive messages in our inbox in a timely manner. We cannot and will not accept or give out personal information via social media. We cannot renew or update your library account information online.
- The administrative staff is expected to post accurate and beneficial information in a timely manner.
- All staff members are encouraged to contribute articles, photos or text to the administrative staff for posting. Items must be fact-checked and approved by administrative staff.

### Disclaimer

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

By posting a comment, the person posting agrees to indemnify the Rogers Free Library, its Board of Trustees, Friends of Rogers Free Library, staff or Town of Bristol from and against all liabilities, damages and costs.

*Approved by the Rogers Free Library Board of Trustees 01/14/2020*