Policy on Acceptable Use of Social Media for Library Users

Preamble

The mission of the Batavia Public Library is to provide and ensure access to materials and services to meet the lifelong learning needs of residents and organizations, as well as to create a welcoming place to gather, exchange ideas, and participate in cultural events.

Section 1 — Policy on Acceptable Use of the Internet

The use of the Internet is governed by the "Policy on Acceptable Use of the Internet," q.v., the current version of which is incorporated herein by reference. This "Policy on Acceptable Use of Social Media for Library Employees" is an interpretation of and a supplement to the "Policy on Acceptable Use of the Internet."

Section 2 — Overview: What Is "Social Media"?

A. The term "social media" refers to the use of Web-based and mobile technologies, which allow the creation and exchange of user-generated content. In short, social media are a way to transmit, or share, information with a broad audience.

B. The taxonomy of social media is constantly changing. However, in general, for the purposes of this policy statement, social media includes, but is not limited to:

- Social-networking sites (such as Facebook and MySpace);

- Multimedia-sharing sites (such as YouTube and Flickr) and podcasts;

- Blogging sites and other types of self-published journals (such as Blogger and WordPress);

- Micro-blogging sites and other types of collaborative, Web-based discussion forums (such as Twitter);

- Business-networking sites (such as LinkedIn); and

- Social-bookmarking sites (such as Digg, Delicious, and Reddit).

Section 3 — Purpose for the Use of Social Media

A. For Batavia Public Library users (and Library employees), the use of social media facilitates an environment in which to share opinions and information about library-related issues, events, and

subjects. The Library supports participation in social media as an additional method by which to promote its services and resources.

B. Library-sponsored social media are used to convey information about the Library's resources and services; advise patrons about programs; obtain patron feedback, exchange ideas, or trade insights about library trends; reach out to potential new patrons; and to raise awareness of the Library's brand.

Section 4 — Guidelines for Commenting on Library-Related Social Media

A. A record of each social medium controlled by or directly affiliated with the Library shall be maintained in the Business Office.

B. Posts containing, but not limited to, the following types of content are prohibited on Library-related social media and will be removed upon discovery, by the Library:

- Content that is obscene or harmful to children
- Content that is racist
- Personal attacks, insults, harassment, or specific and imminent threats
- Content that is potentially libelous
- Content that was plagiarized from another source
- Private, personal, or proprietary information published without consent, including but not limited to comments, photographs, and images
- Comments unrelated to the content of the forum
- Hyperlinks to material not directly related to the discussion
- Commercial promotions or spam
- Organized political activity
- Violations of copyright, trademark, and fair use
- Duplicate posts by the same individual
- Unauthorized use of the Library's identity

C. The Library reserves the right to monitor content before it is posted and to remove content that it deems, in its sole discretion, to be unlawful or off topic. However, the Library is not obliged to take any such actions, and will not be responsible or liable for content posted by any user in any forum.

Approval History:

- Adopted by the Board of Library Trustees on Tuesday, 20 September 2011