

Hastings Public Library Social Media Policy

PURPOSE

Hastings Public Library, hereto referred to as HPL, uses many forms of social media to engage with the public. HPL staff maintains and edits the content of HPL social media sites to comply with library policies. Library social media is intended to act as a digital representation of the library by providing a welcoming online space for library users to find information about the library and its services, provide entertaining content and opportunities to interact with staff and other library users.

DEFINITIONS

Social media may be defined as a website and/or application that enables the library to create and share content or to participate in social networking. Social media is used by the library to provide a space for facilitating the sharing of information and commentary regarding library-related subjects and issues. This includes, but is not limited to, any social networking sites.

POLICY

HPL will utilize social media tools to inform its patrons regarding library services, resources, events and programs, and community information. Social media content is intended to encourage community involvement and to create a dialogue between library staff and patrons.

HPL does not endorse the advertisements promoted on any social media site. These advertisements are displayed by vendors and do not express HPL's views or positions.

PUBLIC COMMENTS AND POSTS

Social media is not a public forum and is monitored and managed by HPL staff. Comments, posts, and messages are allowed on the library's social networking sites as long as they conform to the library's social media policy. All interactions will be regularly monitored and reviewed for content and relevance. The library reserves the right to refrain from posting user submissions or comments, or to hide or edit them at any time.

By commenting and posting on HPL-hosted social media sites, users agree to HPL's social media policy. All content posted to sites maintained by the library is subject to HPL's rules of conduct. Individuals who violate the library's social media policy may be banned from HPL's social media sites and/or facilities and authorities may be contacted.

RULES OF CONDUCT

- Stay on topic.
- Comments and posts should be library related.
- Duplicate posts from the same individual will be hidden.
- Do not include personal information about yourself or others.
- The library is not responsible for user-generated content.
- A posted comment is the opinion of the user only. Publication of a comment does not imply endorsement or agreement by HPL.
- Spam and commercial content will be hidden.
- The library will hide posts or comments used for political, religious, or commercial purposes or campaigns, or for soliciting funds.
- Gratuitous links to sites are viewed as spam and will result in removal of the comment.
- Individuals should not post anything that they do not have the right to post.
- The library follows a notice-and-takedown procedure for complaints of copyright violation under the Digital Millennium Copyright Act.
- Posts containing offensive, obscene, threatening, or abusive language or hate speech are strictly prohibited and will be hidden from public view. Individuals are fully responsible for libelous or defamatory comments.
- No harassing, stalking, abusive, or unlawful behavior will be tolerated.
- By submitting content to HPL's social media sites, the participant is granting permission for HPL to use their name, photo, and any content contained within the post without compensation or liability on the part of HPL. This permission ends when the owner removes their post or submits a written request for HPL to delete the post.
- Be aware of copyrighted and trademarked materials. Do not place information, intellectual property, logos, trademarks, or photos protected by copyright and trademark laws without the permission of the owner.

Users may report concerns about social media posts and comments via direct message on the appropriate platform. Additionally, users can contact the library directly via telephone or email. The library's social media team will respond to those concerns as soon as possible.

RESPONDING TO PUBLIC POSTS

HPL has a designated team of social media administrators who are responsible for monitoring and responding to public comments, posts, and questions. Library staff and representatives are to remain neutral in library-related posts and in response to questions. Staff can offer information resources that answer any questions and help people to make informed decisions. Any questions that cannot be answered by social media administrators are referred to supervisory staff or investigated further with a more detailed response to follow an initial acknowledgement of inquiry.

STAFF POSTINGS

HPL's social media manager and their designees may directly publish or comment via social media using the HPL name and logo.

HPL is represented through the official social media channels created by the social media manager to maintain a clear and consistent message. HPL staff are not authorized to create new social media channels on behalf of HPL. Requests for social media channels, campaigns, or initiatives should be coordinated with marketing based on need and library goals and objectives.

IMPLEMENTATION

HPL staff shall have the responsibility of enforcing this policy. Violation of HPL's Social Media Policy by the public or staff will be reported to library administration by the marketing manager.

Violation of this policy by staff may result in disciplinary action.

Adopted August 2022