

# West Hartford Public Library

## POLICY MANUAL

### **Title: Social Media Policy**

*Approved by the Library Board, April 22, 2013*

**Policy:** The West Hartford Public Library (WHPL) encourages courtesy, respect, and civility in its social media, just as it does in its physical locations, and requests that everyone act accordingly. The WHPL regards online social media in the same way as its other information resources and communications. As with more traditional resources, the library does not act in place of or in the absence of a parent. The library is not responsible for enforcing restrictions which a parent or guardian may place on a minor's use of these resources.

#### **Appropriate content**

- Notices of upcoming library meetings or events
- Content of press releases
- Library policies and procedures
- Information about library services, trends or technologies
- Reviews of library materials
- Communication regarding WHPL work and/or projects
- Training and continuing education opportunities
- Promotion of WHPL associations or activities
- Public discussion of opinions as they relate to the library whether favorable or not.
- Virtual book discussion or book club

#### **Inappropriate content**

- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Copyrighted or plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlink to material that is not directly related to the discussion
- Commercial promotions or spam

**Purpose:** In keeping with the West Hartford Public Library's mission, "Explore, Learn, Connect," and in support of the library's goal to be the "focal point for community dialog and the open sharing of ideas," the library participates in various social media resources whereby library staff and community members can interact through virtual (online) communication. The WHPL

is committed to using current forms of social media. Use of social media by the WHPL complements the mission of the library by helping to ensure high quality customer service.

“Social media” is defined as any web application, website, or web account created and/or maintained by the WHPL which facilitates an environment for library staff and library users to share opinions and information about library events or issues. Social media resources include, but are not limited to, Facebook, Twitter, blogs and Pinterest. The WHPL recognizes and respects differences in opinion.

**Scope:** This policy applies to all social media participants, whether registered with the West Hartford Public Library or not. It governs public use of all social media tools and is meant to supplement the Town of West Hartford’s Social Networking Policy. [6/9/11] This policy is not intended to replace other library policies but to supplement those policies.

**Rights of the Library:** The West Hartford Public Library reserves the right

- to monitor content before it is posted on all of its social media web applications, web sites and web accounts, and
- to modify or remove any messages, tags or postings that it deems, in its sole discretion, to be abusive, defamatory, in violation of copyright, trademark or other intellectual property right of any third party, or otherwise inappropriate for the service.

The library is not responsible for enforcing restrictions which a parent or guardian may place on a minor’s use of these resources.

**Disclaimer:** All Social Media sites used by the Library contain the following disclaimer:

“The Library accepts no liability for public comments that are posted to this site. If you have a concern about postings, please notify the Library immediately at [whpl@westhartford.org](mailto:whpl@westhartford.org) .

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