

Social Media Policy

Summary

Nesmith Library recognizes the importance of social media as a tool for communication, outreach, and community engagement. This social media policy is designed to provide guidance for both library staff and users who post to and/or interact with Nesmith Library's social media accounts. The policy aligns with the New Hampshire Library RSAs and aims to create a positive and respectful online environment.

Policy

While the Library recognizes and respects differences in opinion, all posts and comments on social media used by the library will be monitored for content and relevancy.

This policy applies to all library staff and individuals representing Nesmith Library on official social media platforms, and any social media users who interact with or comment on Nesmith Library's public social media channels.

1. User Guidelines:

- 1.1. Be Respectful: Users are expected to engage in respectful and courteous communication. Any form of harassment, hate speech, or offensive language will not be tolerated.
- 1.2. Stay on Topic: Comments and posts should relate to library services, events, or general community discussions. Off-topic comments may be removed.
- 1.3. Privacy: Users are reminded to respect the privacy of others. Do not share personal information about yourself or others in public comments.
- 1.4. No Spam: Users should refrain from posting repetitive or promotional content. Spam and advertisements will be removed.

2. Library Staff Guidelines:

- 2.1. Professionalism: Library staff representing Nesmith Library on social media should maintain a professional and neutral tone in all interactions.
- 2.2. Accuracy: Staff should ensure that the information shared on social media is accurate and up to date. Correct any mistakes promptly.
- 2.3. Consistency: All staff interactions on social media should align with the library's mission, values, and policies.
- 2.4. Personal Accounts: Staff members are free to maintain personal social media accounts. Staff's personal account posts and views are personal and do not represent the library's official stance. Staff will refrain from responding to questions about the library, and its services, programs, or policies from personal social media accounts.

3. Deletion Guidelines:

- 3.1. Nesmith Library reserves the right to delete any content that violates the guidelines outlined in this policy.

- 3.2. The library may delete comments containing:
- 3.2.1. Hate speech, harassment, or offensive language.
 - 3.2.2. Personal information of library users or staff.
 - 3.2.3. Spam or promotional content.
 - 3.2.4. Off-topic or irrelevant information.
 - 3.2.5. Defames, abuses, harasses, stalks, threatens, or otherwise violates the legal rights (such as rights of privacy and publicity) of others.
 - 3.2.6. Is of an inappropriate, profane, defamatory, infringing, obscene, indecent, racist, sexist, or unlawful nature.
 - 3.2.7. Violates any applicable laws or regulations.
 - 3.2.8. Violates the copyright, trademark right or other intellectual property right of any third party.
 - 3.2.9. Advertises or offers to sell or buy any goods or services for any business purpose.
 - 3.2.10. Represents organized political activity.
 - 3.2.11. Contains hyperlinks to websites that are not directly related to the current discussion topic.
 - 3.2.12. Is unrelated to the library, its mission, its activities, or the current discussion topic; this includes photos or other images.
 - 3.2.13. Contains viruses or programs that may damage the operation of another's computer.
 - 3.2.14. The above list is not exhaustive and may be updated without notice.

By interacting with Nesmith Library's social media accounts, users and staff acknowledge and agree to abide by this social media policy.

Nesmith Library is not obligated to take any action and will not be responsible or liable for content posted by any visitor to its social media pages.

The act of "liking" or "following" another page or person does not imply endorsement by Nesmith Library, nor does it necessarily reflect the views of the Nesmith Library Board of Trustees or staff.

Nesmith Library may occasionally refer to public comments made on social media. However, it will not collect, sell, or knowingly transfer to any third party any personally identifiable information related to social media engagement with the library. Please be advised that each social media platform has its own privacy policies, which should be carefully reviewed by any user of the platform.

Nesmith Library reserves the right to update this policy as needed.

Adopted October 20, 2015 by the Nesmith Library Board of Trustees.

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