



Social Media Policy

Approved by Board: May 20, 2021

Purpose

Manlius Library uses social media to increase awareness of and accessibility to its programs, resources, and services to serve its mission. The purpose of this policy is to address use of social media activities including but not limited to blogs, social networks, online communications, websites, and mobile applications by the library and its employees, volunteers, and patrons.

The purpose of Manlius Library's social media sites is to inform users about Manlius Library programs, events, and materials, as well as general literary, educational, and informational resources, and to encourage dialogue and the exchange of information between users and Manlius Library staff about these items.

When staff uses social media, behavior and content is not only a reflection of the staff member, but also of the Library. This policy complements, rather than overrides, any existing requirements that staff act professionally, respectfully, and honestly. Violations of this policy by employees may result in discipline, up to and including termination of employment.

Library Social Media Accounts

Only those employees designated by the Executive Director can post information to Manlius Library's social media sites. New social media accounts representing the library cannot be created without the Executive Director's authorization.

Employees who contribute to the Library's social media should present content in a professional manner and should check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors and check grammar and spelling before posting.

Employees should not discuss confidential, work-related matters through social media.

All content is subject to being reviewed, edited, or deleted by the Executive Director.

Employee Personal Use of Social Media

Library employees have the same right to self-expression enjoyed by all members of the community. While Manlius Library does not monitor personal social media activities of its employees, employees are cautioned that posts made on social media may form the basis for discipline if deemed a violation library policy. Employees should keep in mind the following best practices when posting content about library-related subjects:

- Respect the library's confidential information.
- No comments with any kind of negative, mocking, condescending, etc. slant should be made about patrons in general, about specific questions from patrons, or about patron behavior.

When in doubt about posting library related items, employees should consider whether they feel it would be professional to share the same post with their library leadership, co-workers, and patrons.

Posting on Social Media

Manlius Library permits patrons to comment on Manlius Library posts and patrons are invited to share opinions about library-related subjects, resources, and programs. Postings do not indicate Manlius Library endorsement of the ideas, issues, or opinions expressed in posts on its social media sites.

While Manlius Library encourages an open forum, posts and comments are moderated by library staff. Manlius Library reserves the right, within its sole discretion, not to post and to remove submissions or comments that are unlawful or violate this policy. While comments will not be edited by Manlius Library personnel, a comment may be deleted if it violates the comment policy described here.

Content and comments on Manlius Library's social media accounts that will not be allowed include, but are not limited to, the following:

- Obscenity or child pornography
- Content that promotes, fosters, or perpetuates discrimination and/or harassment based on race, creed, color, age, gender, marital status, religion, national origin, physical or mental disability, sexual orientation, ancestry, or any other protected category.
- Slanderous, libelous, threatening, inflammatory, or defamatory statements
- Personal attacks of any kind
- Comments advocating illegal activity
- Copyrighted or trademarked material
- Advertising or sale of merchandise or services
- Charitable solicitations or political campaigning

Patron Participation

By joining, utilizing and/or posting on Manlius Library's social media sites, you agree to comply with this Policy, and Manlius Library's Policy on Internet and Computer Use, as applicable. Manlius Library's Social Media Policy applies whether a patron chooses to post comments using a computer at the library or when posting from any other device to any Manlius Library social media site.

While Manlius Library encourages dialogue, it respectfully requests that commenters be mindful that its social media sites are open to the public and that commenters be courteous and civil toward one another.

Patrons are personally responsible for their commentary. Patrons should be aware that they may be held personally liable for commentary that is defamatory, obscene, proprietary, or libelous by any offended party, not just Manlius Library.

Manlius Library, its employees, agents, and officials assume no responsibility for any damages, direct or indirect, arising from participation in Manlius Library-sponsored social media.