



ROCKWELL FALLS PUBLIC LIBRARY SOCIAL MEDIA POLICY

The Rockwell Falls Public Library recognizes social media's importance as a communication and engagement tool. This policy outlines guidelines and responsibilities for the management and use of social media platforms by The Rockwell Falls Public Library and its staff members.

Purpose:

The purpose of this social media policy is to establish guidelines for the appropriate use of social media platforms by the Rockwell Falls Public Library in order to:

- Promote library services, programs, and events.
- Engage with the community.
- Ensure consistency, professionalism, and accuracy in communication.

Authorized Social Media Platforms:

The Rockwell Falls Public Library is authorized to maintain official accounts on Facebook and Instagram. Any additional social media accounts require approval from the board through a formal vote.

Account Administration:

The Facebook and Instagram accounts of the Rockwell Falls Public Library must have at least two board members and the library manager as administrators. While there are three administrators with access to the library system, it is the responsibility of the library manager alone to add or delete content. This ensures consistency, accuracy, and adherence to our content guidelines. However, individuals designated by the library manager can also make changes to the social media content. The other administrators can assist with other tasks but must defer all content changes to the library manager.

Content Posting:

Only the library manager is authorized to post content on the official social media accounts of the Rockwell Falls Public Library. The library manager will ensure that all

posts are relevant, accurate, and aligned with the mission and values of the Rockwell Falls Public Library. All content must adhere to copyright laws and respect intellectual property rights.

Guidelines for Posting:

- Posts should primarily promote library services, programs, events, and resources.
- Posts may include educational content, community announcements, relevant news articles, and engaging visuals.
- Avoid sharing personal opinions, political statements, or controversial topics unrelated to the library's mission.

Privacy and Confidentiality:

Personal or sensitive information about library patrons, staff, or stakeholders should never be shared on social media platforms. Respect the privacy of individuals by refraining from tagging or identifying them without their explicit consent.

Community Engagement and Content Moderation:

While the Library encourages comments and interactions on its social media pages, it does not intend to create an open forum. Comments and posts that fall into the following categories will be removed:

- Obscene comments or hate speech
- Personal attacks, harassment, or threatening language
- Potentially libelous statements
- Plagiarized or copyrighted material
- Commercial messages or spam
- Comments pertaining to organized political/partisan activities
- Material that is deemed off-topic, inappropriate, or offensive
- Information that is private or personal, even if posted by the person to which it pertains
- Any illegal activity
- Solicitation for donations, memberships, or services requiring fees for any non-Library purpose
- Photos or other multimedia files that may fall into any of the above categories