

# SOCIAL MEDIA POLICY

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## **POLICY PURPOSE:**

Butterfield Library employs the use of social media as outreach to current and potential patrons, its community and the general public. It is a cost-effective way to market and promote the library's activities and foster community among the library and its patrons.

Butterfield Library recognizes that technological advances, such as social media, can be useful communication tools within the library. Social media tools adopted by Butterfield Library will be selected to enhance or provide cost-effective opportunities to share, communicate, and disseminate information.

In accordance to all laws, Butterfield Library will make every attempt to protect copyrighted material. Staff is required to link to original sources (if possible) when quoting other works and attribute credit when posting images or other media. When posting pictures, staff will follow board policy on confidentiality.

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### **Appropriate Content:**

- Book discussion information
- Readers advisory
- Event and programming information
- Community outreach
- Marketing and publicity
- Information and Reference services
- Press releases
- Library trends or technologies
- Continuing education opportunities
- Library policies or procedures

### **Inappropriate Content:**

- Obscene or profane content
- Any content that promotes, fosters, or disseminates discrimination based on race, creed, color, age, gender, religion, marital status, national origin, sexual orientation, or physical or mental disability
- Personal attacks, threatening language, or insults
- Copyrighted or plagiarized material
- Commercial promotions or spam
- Personal information published without consent
- Unrelated comments

*Staff members are restricted from posting content deemed inappropriate. Inappropriate comments will be removed from any Butterfield Library moderated social media.*

**Staff Responsibilities:**

Butterfield Library staff will limit social networking and any social media interactions to library related information and responsibilities.

When representing Butterfield Library, staff shall:

- conduct themselves at all times as representatives of Butterfield Library and adhere to all policies and codes of conduct;
- not provide, post or disseminate information on specific patrons or any confidential information;
- not conduct political or religious activities or private business;
- be respectful of all individuals and communities.

**Personal Use:**

Employees are encouraged to participate in social media beyond Butterfield Library sites to further their understanding of social media use, potential uses, current events, trends, and culture.

Personal activity may be used to share personal information and opinions and non-work related information.

- Employees should not use their work related emails in association with any personal accounts or social networking sites.
- Employees must be clear that any opinions expressed are theirs alone and do not express the official view of the Butterfield Library.
- Employees must not use official logos, or any Butterfield Library contact information in their personal posts or profiles.