



Social Media Policy

Adopted by the Board April 19, 2016; revised July 16, 2024

Purpose

To ensure the effective and professional promotion of library collections, programs, services, and resources to the public; actively engage with the Library's patrons; and expand the Library's reach among the broader community.

Definitions

Social media: any online or mobile platform that allows people to share information in a virtual environment.

Guidelines for Employees Posting to Apalachin Library Social Media

- The Library Director and designated staff will have administrative privileges for all social media accounts, and the Library Director will be the primary promoter of programs, services, and resources.
- Posts should be positive, courteous, respectful, honest, and accurate.
- Posts should reflect the values of the library and not the personal opinions of the employee(s) posting.

- Group photos of events may be posted on occasion without express permission from participants, but photos of individuals (including employees) may not be posted without express written or verbal permission.

Guidelines for Employees Posting to Personal Social Media

- The Library does not restrict the right of employees to use personal social media. However, it is imperative that employees emphasize they are speaking for themselves whenever speaking publicly about the Library.
- Employees must refrain from exhibiting harassing, discriminatory, threatening, or abusive conduct on social media platforms whether posting professionally or personally.
- Library employees should share only publicly accessible information about the Library.

Guidelines for Patrons

- Commenting by patrons on Apalachin Library social media is encouraged, though designated social media account managers reserve the right to delete comments they deem to be abusive, offensive, harassing, discriminatory, threatening, defamatory, commercial or spam, or otherwise inappropriate.
- Negative comments or complaints will not be deleted; rather, such comments will be addressed by a Library employee in an engaging and professional manner and possibly moved to a private message, chat, or email.
- Social media participants of all ages should be mindful of recommended practices for personal safety in the virtual world. As with any other Library resource, the Library does not act in loco parentis and does not enforce any restrictions upon minors that a parent or guardian has placed.