Social Media Policy

Purpose

The purpose of the social media policy is to ensure effective promotion of library services, resources, and events to the public, and to ensure a high standard of service on social media.

Social media provides a valuable and timely way for the Carver Memorial Library to disseminate information about and promote library news, events, projects and services. It also serves to inspire conversation and expand the Library's connection with the community.

What You Can Expect of Us

Library staff exercises editorial control on our social media platforms to create a safe and welcoming environment, and to support our aim to create online communities around the Library and its services. We moderate comments and the Library reserves the right to remove content that is unlawful, is off topic, or otherwise does not comply with our expectations below. We strive to keep our Library communities like our Library locations: safe and welcoming.

The Library is not responsible for the content of posts made by third parties. Postings by users do not indicate endorsement of the ideas, issues, links, or commentary posted, and they do not necessarily reflect the positions of the library, its employees, or the Town of Searsport. Additionally, endorsement is not implied by "following," "friending," or otherwise linking to other online entities.

Parental Controls and Privacy

As with more traditional library resources and the Internet, the Library does not act in place of, or in the absence of, a parent/guardian and is not responsible for enforcing any restrictions which a parent/guardian may place on a minor's use of social software applications.

The Library does not collect, maintain, or otherwise use the personal information stored on any third party site in any way other than to communicate library-related information with users on that site, unless granted permission by users for Library contact outside of that specific site. Users may remove themselves at any time from the Library's friends, fans, followers lists, or email lists, or request that the Library remove them. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

What We Expect of You

When you choose to share comments, lists, or other information in the Library's social software, you agree to do so with responsibility and respect for the Library's communities and purpose.

Always communicate with respect. Be considerate of others. Obscene, harassing, or abusive language is not tolerated.

Act legally and ethically. Acting or attempting to act in violation of state, federal, or local law, ordinance, or regulation, or Library policy, is prohibited.

Protect your privacy. Do not post personally identifying information. Young people under age 18, especially, should not post information such as last name, school, age, phone number, or address.

The Library reserves the right to remove posts that include:

- Copyright violations
- Off topic comments
- Duplicated posts from the same individual
- Obscene or racist content
- Content that promotes, fosters, or perpetuates discrimination and/or harassment on the basis of race, creed, color, age, gender, marital status, religion, national origin, physical or mental disability, sexual orientation, ancestry or any other protected category.
- Personal disparagement, defamation, attacks, insults, or threatening language
- Potentially slanderous, libelous, or defamatory comments
- Private or personal information, or requests for personal information
- Comments, images, links, or information unrelated to the library, its mission, or its activities
- Spam or other commercial, political, or religious messages unrelated to the Library or its social media postings
- Solicitation of funds
- Other content that violates the library's code of conduct

Acceptance of Terms

By using the Library's website, you signify your acceptance of this Statement. If you do not agree to this Statement, please do not use our sites. Your continued use of any Library site following the posting of changes to these terms will indicate your acceptance of those changes.

By choosing to comment on the Library's social software you agree to these expectations. Violation of the Social Media Expectations may result in warnings or exclusions from our social software tools.

The Library reserves the right to ban or block users who have posted in violation of this policy.

Adopted by the Board of Trustees, March 12, 2020.