NEW BRITAIN PUBLIC LIBRARY
SOCIAL MEDIA POLICY

Purpose

The New Britain Public Library (The Library) maintains official social media platforms to enhance communication, collaboration, and information exchange among library staff, library users, and the broader community. These platforms are used to promote Library services; resources, programs, and events; encourage community involvement and engagement; share relevant community news and information and support lifelong learning, reading, and literacy.

This policy establishes the Library's position on the value and selection of social media tools and provides guidelines for their management and for compliance with all applicable Library policies. It applies solely to official Library accounts administered by Library staff and does not extend to employees' personal social media accounts.

Recognizing that technology continues to evolve and that new tools will emerge, this policy addresses social media generally rather than specific programs or platforms, ensuring flexibility and adaptability as communication needs and technologies change.

Policy

Library social media platforms are intended to create a welcoming and inviting online space where library users will find useful and entertaining information. This policy defines the standards and responsibilities for staff use of the Library's social media accounts and pages, and establishes expectations for all users who engage with the Library's social media presence.

Guidelines

The Library will not collect, sell, or knowingly distribute to any third parties any personally identifiable information related to social media engagement with the library.

The Library invites comments, posts and messages, while recognizing and respecting differences of opinion and upholding the standards of ethics and conduct delineated in the Library's Code of Conduct.

The Library seeks to provide social media users with environments free from discrimination and obscenities. Therefore, all comments, posts and messages are subject to review by the Library.

Each social media page should clearly indicate the page is maintained by The Library and should have the Library contact information prominently displayed. Social media pages should link to the Library's official website.

Staff Responsibilities

When representing New Britain Public Library via social media, staff shall:

- Conduct themselves at all times as representatives of the Library and adhere to all associated standards of conduct as outlined.
- Notify the Library Director before creating a new social media account for the Library.
- Not make statements about patrons or otherwise disseminate confidential information in violation of the Library's Privacy Policy.
- Not conduct political activities or private business.
- Abide by all copyright, trademark, and service mark restrictions.
- Strive to be professional and accurate when creating content utilising proper grammar and spelling.
- Provide the same level of excellence in customer service and discretion via social media as they do for in-person and telephone interactions.

While we welcome and make every attempt to respond to questions and comments through various social media messaging services, we maintain that these message services are not a primary outlet for official library correspondence.

The Library does not have staff exclusively dedicated to social media activities and therefore we are unable to continuously monitor interactions on our social media platform; however, staff members make reasonable attempts to moderate during business hours.

User Responsibilities

The Library reserves the right to remove any comment, post or message that it deems to be abusive, defamatory, in violation of intellectual property rights, or otherwise inappropriate.

Postings containing any of the following will be removed:

- Obscene comments or hate speech; including, but not limited to, racist or sexist comments
- Disrespectful, inflammatory, or off-topic comments
- Harassing, abusive, or threatening language
- Plagiarized material (quotations without attribution), copyright violations
- Potentially libelous statements
- Commercial messages, spam or organized political activity
- Postings made through a falsification of identity
- Private, personal information of another person without appropriate consent or authority
- Information that is likely to compromise the safety or security of the public or public systems
- Soliciting, petitioning, canvassing, proselytizing, selling of any goods or services
- Any illegal activity

Users who comment on our social media are encouraged to protect their privacy. Commenters should not post personally identifying information to social media platforms.

Comments or posts to Library social media accounts by members of the public are the opinion of that individual alone and do not necessarily imply endorsement by the Library, its board members, or its employees. The Library will not be held responsible or liable for the content posted to any Library-affiliated accounts. The Library further reserves the right to reproduce social media comments, posts and messages in other public venues, without further permission from subscribers.