

Armoral Tuttle Public Library

Social Media Use Policy

The Armoral Tuttle Public Library endorses the use of social media tools as an important enhancement to the communication, collaboration, and information exchange among staff, library customers, and the public.

Social media in the library is defined as any web application, site, or account that facilitates the sharing of ideas, opinions, and information about library-related subjects and issues, including the Library's website.

The Library Director is the managing authority for the Library's social media. All social media accounts for the Library are created only with the permission of the Director. Modifying account settings, changing passwords, adding/deleting account administrators, etc. must be approved by the Library Director or a designee to ensure continuity, functionality, and a professional representation of the library in virtual spaces.

Social media tools employed by the Library are selected to enhance or provide a cost-effective means to deliver such library services, programs, and functions as:

- Community outreach, marketing, and publicity
- Education of the community in the use of library resources
- Readers' advisory services
- Information and reference services
- Book discussion groups
- Education readiness activities for pre-school children
- Reading incentive programs for all ages
- Cultural and educational programming
- Advertisement of volunteer and employment opportunities available at the library
- Additional library-related uses that may be explored or expanded upon as deemed reasonable by library administration
- A welcoming and inviting online space where library users will find and share useful, interesting, entertaining, and relevant information
- Support and interaction with community partners and events

The library has no affiliation with any advertisements or other material posted by third-party sites or software. The library's social media site is for individuals and other organizations to discuss things related to the library and our community.

By choosing to comment on our library's social media sites, users agree to the following terms.

Comments are moderated by library staff, and the library reserves the right to not post or to remove comments that are unlawful or off-topic as determined in its sole discretion, including, but not limited to:

- Plagiarized material
- Off-topic comments
- Commercial material, spam, and solicitations
- Duplicate posts from the same individual
- Impersonation of another person or posting of someone's private information
- Profanity and political statements
- Any efforts to intimidate, harass, personally attack, or defraud another
- Any disruptive or excessive postings
- Posting meant to further illegal activity
- Sexual content or links to sexual content
- Statements that ridicule, malign, disparage, or otherwise express bias against any race, religion, disability, gender, and any status protected by law or District policy
- Content that reveals private, personal information without permission
- Posts that violate brand trademarks or copyrights
- Information that may compromise the safety or security of the public or library staff
- Images, executable programs, or any non-textual content
- Information or photos about member interactions without their permission
- Disclosure of confidential, legal, or private information held by the District, including that which pertains to staff or customers
- Content that violates federal, state, or local law
- Information that may tend to compromise the safety or security of the public or public systems

Persons, whether public or staff, who repeatedly violate these terms may be barred from further postings.

Staff Terms of Use:

The library staff is encouraged to share library events, services, and community information on their personal social accounts with the following in mind:

- Refrain from identifying themselves as representing the Library and/or the views, unless they are authorized to do so.
- Preface their opinions about the library or work duties with a disclaimer stating that their views do not necessarily represent the Library.
- Avoid sharing any proprietary or confidential information about the Library, its customers, prospects, partners, or suppliers.
- Never post anything threatening, harassing, bullying, or defamatory or that could contribute to a hostile work environment or negative public opinion by disparaging others based on race, gender, disability, relation, and any status protected by law or library policy.

Any appeal of an administrative action under this policy will first be made in writing to the Armorial Tuttle Library Director and then to the Board of Trustees.