

# ONONDAGA FREE LIBRARY SOCIAL MEDIA POLICY

## **Purpose**

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Onondaga Free Library uses social media tools as an important enhancement to communication, collaboration and information exchange between staff, library users and the general public.

Library social media offerings may include information regarding library programs, services, collections, news and projects, as well as useful and entertaining information.

This policy governs the use of social media in three areas: employee use, public use, and the publication of comments on social media.

Social media is defined as any online forum that allows users to share information. Social media may include, but is not limited to, blogging, instant messaging, social networking sites, wikis, posts, and community reviews.

## **Employee Use**

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When staff uses social media, behavior and content is not only a reflection of the staff member, but also of the Library. This policy complements, rather than overrides, any existing requirements that staff act professionally, respectfully, and honestly.

Employees may participate on social media sites while on work time if they have an authorized business need and it is approved by the Library Director or designee in advance.

Employees are prohibited from creating new social media accounts without prior approval. Decisions regarding new social media outlets and accounts are made by the Library Director and the Marketing Department, who oversee all such accounts. All content is subject to being reviewed, edited or deleted by the Library Director and Marketing Department.

The use of any Onondaga Free Library logo on a social media site must be approved by Library Administration and should be obtained directly from the Marketing Department, not copied from another account or webpage.

All library-sponsored social media accounts must have a minimum of two administrators, one of whom should be the Marketing and Outreach Coordinator. Staff who wish to contribute content or participate in the library's social media accounts should contact the Marketing and Outreach Coordinator, who will review guidelines and training with the staff member.

### *Ongoing Use Evaluation*

The role and use of social networking services in relation to the goals and purposes of Onondaga Free Library will be evaluated periodically by the Marketing Department and Library Administration and may be terminated at any time without notice to subscribers.

## **Public Use**

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Onondaga Free Library assumes no liability regarding any event or interaction that takes place by any participant in any Library-sponsored social networking services, and does not endorse content outside of the pages maintained by Onondaga Free Library. Participation in the library social media services implies agreement with all Library policies, as well as the Terms of Service of each individual third-party social network service.

The library reserves the right to use any posts on library social networking sites in public relations and marketing materials.

Users are encouraged to protect their privacy by not posting personally identifying information, such as last name, school, age, phone number, or address.

As with more traditional resources and the Internet, Onondaga Free 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 media sites.

## **Comments on Social Media**

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By posting a comment you agree to indemnify Onondaga Free Library and its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to the content that you post.

The library reserves the right to monitor content on all their social sites, and to modify or remove any comments or postings that it deems, in its sole discretion, to be abusive, defamatory, illegal, or in violation of copyright, trademark, or other intellectual property right of any third party, or otherwise inappropriate.

Forums and messaging may not be used for commercial purposes or for political activity.

*Approved March 24, 2021*