

Social Media Policy

Purpose

Social media provides a valuable and timely way for the West Tisbury Public Library to promote and to share information about library news, events, projects, and services.

The West Tisbury Free Public Library (WTFPL) uses social media as a way to share information on, and to promote library news, programs, events, resources and services. The purpose of this policy is to address the use of social media activities. Social media platforms are not intended to be public forums for general debate or exchange of ideas but rather as a limited public forum to discuss library programs, events, and materials.

Definition of Social Media

Social media is defined as any web application, site, or account, including but not limited to blogs, social networks, online communications, online catalogs, websites, and mobile apps by the WTFPL.

Patron Posting and Participation on Social Media

Patrons, community members, and the general public may comment on Library posts and events to share their opinions and views on Library-related subjects. Such postings do not indicate endorsement by the Library of the opinions and ideas expressed.

The Library reserves the right to restrict or remove any content on its social media sites that violates anything indicated in this policy. This includes the removal of content and comments because they are not related to the particular subject or are deemed inappropriate based on the guidelines outlined in this policy. Any deleted content will be recorded, along with a description of why the material was removed.

Library Sponsored Social Media

The WTFPL welcomes all comments, posts, and messages from the community and respects different viewpoints and opinions. However, all social media comments, public posts, and messages are reviewed and subject to removal for any content deemed inappropriate or off-topic as determined by the Director.

The Library will only respond to comments posted on the Library's social media sites, not on unaffiliated social media groups or other forums.

The WTFPL is not responsible for or liable for any content posted by any participant in a Library social media forum who is not a member of the Library's staff.

Social media users should be aware that there is no expectation of privacy when posting on Library social media sites. Use of such websites acknowledges the Library's right to access, monitor, read, reproduce, edit (while retaining the original intent of the post), and remove any postings on those sites.

Users are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate Federal and State Law.

Social media is not used by the Library to officially document, address, or discuss Library user issues, concerns, or problems. The Library asks that all formal complaints be addressed directly to the Director.

Patrons may be held personally liable for commentary that is defamatory, obscene, proprietary, or libelous by any offended party.

Unacceptable Content

Content containing any of the following will be removed immediately from any West Tisbury Public Library social media forum:

- Obscene material or hate speech
- Personal attacks, insults, or threatening language
- Private or personal information, including phone numbers and addresses, or requests for personal information
- Falsification of identity
- Plagiarized, copyrighted, or trademarked material
- Comments, links, or information unrelated to the purpose of the forum
- Spam or other commercial, political, or religious messages unrelated to the Library or its social media postings
- Solicitation of funds
- Content that promotes, fosters, or perpetuates discrimination and/or harassment based on race, creed, color, age, gender, marital status, religion, national origin, physical or mental disability, sexual orientation, ancestry, or any other protected category
- Slanderous, libelous, threatening, or defamatory statements
- Content not related to Library business, programs, events, resources, and materials

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

Adopted by vote of the Library Board of Trustees, November 5, 2019