

Social Media Policy

Purpose:

The Avon Free Public Library (the "Library") maintains accounts on several social media platforms in accordance with its strategic goal of communicating clearly, openly, and consistently. It uses these sites to encourage community involvement and engagement; champion lifelong learning, reading, and literacy; share relevant community information and news; and promote Library services, resources, programs and events. This policy establishes standards and responsibilities for the manner in which it uses social media.

Scope:

This policy applies only to official Library accounts on the various social media platforms (Facebook, Instagram, Twitter, etc.) administered by Library staff. It does not apply to staff members' personal social media accounts.

Key Definitions:

Social media are websites and applications that enable users to create and share content or to participate in social networking on the internet.

Roles and Responsibilities:

The Library Director is responsible for approving the creation of all social media accounts for the Library.

The Circulation & Outreach Services Manager is responsible for organizing a schedule of content, maintaining the login credentials, and responding to questions and comments on Library-wide social media accounts. When appropriate those questions or comments should be forwarded to the staff member or department best suited to respond.

Departmental or other accounts aimed at a specific subset of library users will be maintained by staff in the relevant department.

All staff are responsible for being familiar with proper netiquette and for using social media in a professional manner.

Followers of the Library's social media accounts are responsible for familiarizing themselves with each platform's terms of service.

Procedures:

1. Requirements

New social media accounts must be approved by the Library Director prior to being established and all should have an introductory statement explaining their connection to the Library and providing contact information for Library staff.

2. Compliance

Staff posting to Library social media accounts must be aware of, and comply with, their terms of service as well as any relevant federal, state, or local laws when creating or reposting content.

3. Content

Staff should strive to be professional and accurate when creating content for the Library's social media accounts. Proper grammar and spelling, good taste, copyright, personal privacy, and a positive tone are all important to consider when creating a post that will represent the Library.

4. Freedom of Information Act

Social media content related to the Library may be covered by the Freedom of Information Act or other record retention statutes, and therefore posts should not be deleted or edited except to correct factual mistakes or other errors or omissions. When possible, the corrected version should be posted without removing the content it supersedes.

5. Public Comments

- a. 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 agreement or endorsement by the Library or by the Town of Avon.
- b. Comments or posts that are unrelated to the Library or the topics being discussed, that are profane, offensive, illegal, defamatory, discriminatory, violent, or threatening, as well as those that solicit business or donations, will be removed by staff. Individuals are fully responsible for their own libelous or defamatory comments.

Enforcement and Appeal:

This policy is governed by the provisions of the [Behavior Policy](#).

Applicable CT State and Federal Laws:

The Connecticut Freedom of Information Act, Connecticut General Statutes Sec. 1-200, 1-210, 1-211.

Location:

This policy is housed on the Library website: www.avonctlibrary.info/policies

A copy is maintained in the Administration Office

Adopted: 6/15/2021