



## **Newburyport Public Library Social Media Policy**

The Newburyport Public Library utilizes social media to maintain a welcoming online presence, to foster communication with library users and to publicize library events and services.

Social media includes any tool or application which allows users to generate and share online content and commentary. The Library utilizes several forms of social media. Examples of social media include: YouTube, Blogspot, Facebook, Pinterest, Instagram and Flickr. For the purpose of this policy, social media content will refer to any text, photo, video or other image formats that are posted on the Library's social media sites. This policy is in addition to and complements any existing or future Library and/or City of Newburyport policies regarding the use of social media, technology, computers and the internet. These guidelines apply to the participation in Library sponsored social media by the public and by all employees of the Newburyport Public Library.

The Library encourages and expects responsible and productive social media use. The Library's social media provides a limited public forum with terms of use.

The Library reserves the right to remove content:

- Not topically related to the Library or its services
- Offensive language, hate speech and commentary that promotes discrimination
- Personal attacks, insults or threatening/defamatory language
- Libelous, slanderous statements and/or deliberately misleading statements
- Copyrighted or plagiarized material published without permission
- Private and/or personal information published without consent
- Commercial promotions, spam or advertisements
- Organized political activity
- Violations, or potential violations, of local, state and federal laws
- Illegal materials and the promotion of illegal activities

Content which contains any of the above will be removed by library staff and the poster may be blocked from posting any subsequent content to the Library's social media sites.

Users should be aware that third party websites have their own usage and privacy policies, and thus should proceed accordingly. Content created for social media is the property of the Newburyport Public Library. The Library shall be granted the right to reproduce comments, posts and reviews in other public venues for the promotion of the Library.

The Library does not act in place of or in the absence of a parent and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of social media. The Library assumes no liability regarding any event or interaction that may arise from use of our social media sites. The content of public postings does not reflect the views and is not endorsed by the Newburyport Public Library, its employees, Board of Directors or Friends of the Library. By choosing to post commentary or utilize the Newburyport Public Library's social media sites, users agree to abide by this policy.

*Updated and approved by the Library Board of Directors: February 5, 2020*