



Gallison Memorial Library

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SOCIAL MEDIA POLICY

For the purposes of this policy, “social media” refers to any online or mobile platform open to the public, including but not limited to Facebook, Twitter, Instagram, Yelp, LinkedIn, TikTok, etc.

I. LIBRARY STAFF - LIBRARY ACCOUNTS

Posts should promote library use and inform library users about services, resources, programs, and events. Social media posts should be positive in tone and should reflect the mission and values of the library. The following guidelines should apply to posts on library accounts:

Professionalism: Posts should maintain a professional demeanor, reflecting positively on the library.

Confidentiality: Posts should protect patron privacy and confidential library information.

Copyright and Intellectual Property: Respect copyright, trademark, and service mark restrictions.

II. LIBRARY STAFF - PERSONAL ACCOUNTS

Gallison Memorial Library does not restrict the right of employees to use personal social media outside of work. The following guidelines should apply to posts on personal accounts:

Personal Opinions: If posting regarding library matters, clearly state that opinions are your own and do not represent the library

Public Image: Be mindful that online activity reflects on the library and avoid posting anything that may damage the library's mission, services or community events.

Responsibility: Staff are personally responsible for their online commentary, even on personal accounts.

III. PATRONS

The Gallison Memorial Library welcomes the comments, posts, and messages of the community and recognizes and respects differences in opinion. However, all comments, posts, and messages will be regularly reviewed and the Library Director reserves the right to, but is not required to, remove any comment, post, or message that is deemed inappropriate or off-topic (ie: obscene language, hate speech, insults, threats, sexually suggestive, spam, solicitation, etc.)

The Library recommends that users do not post their personal information or contact information on the library site.

The Library asks that individual user complaints be addressed directly to the Library Director so they can be addressed quickly and specifically. Social Media is not the mechanism used by the Library to document or address Library user problems and concerns, or influence Library policy, procedures, or programs.

Please avoid posting content that could be seen as shaming or embarrassing to patrons.