Attleboro Public Library

Staff Social Networking Policy

***Approved by vote of the Board of Trustees, June 19, 2012***

1.) The Attleboro Public Library serves as a learning and educational center providing access to resources and services for the information, recreation, intellectual development, and enrichment of our community and its members.

1.1) To fulfill this goal, the Library provides and promotes access to information and materials in a variety of formats and venues. Social networking applications allow the Library to interact with the community through virtual communication. The Library views social networking applications in the same way as its other information resources in accordance with its mission of serving the Attleboro community’s informational, recreational, educational, and cultural needs.

1.2) To reach out to all potential library users, the library needs to maintain a presence in online platforms. Content on Attleboro Public Library’s pages will be maintained by library staff. Sites that are linked to our sites are not monitored by library staff. The Library reserves the right to remove any Friend/Fan from any of its online platforms.

2.) Social Software Defined

Social Software is defined as any website or application which allows users to share information, and may include, but is not limited to, blogging, direct messaging, social networking sites, and wikis. Many social networking platforms allow users to become a “friend”, “fan” or otherwise associate their own virtual presences with the library’s profile on these platforms. Examples of such platforms are [FaceBook](http://www.facebook.com/),[X](http://www.x.com),[Instagram](http://www.instagram.com), [Pinterest](http://www.pinterest.com), [YouTube](http://www.youtube.com/), and various blogging sites.

3.) Social Networking Acceptable Use

3.1).The goals of the Attleboro Public Library’s sponsored social networking sites are:

* To increase the public’s knowledge of and use of library services
* To promote the value and importance of the Library’s services among governing officials, civic leaders, and the general public
* To maintain open, professional, and responsive communications with members of the public and the news media.

3.2) Types of information to be posted include, but are not limited to, events, publicity for library services and resources, photos, videos, and public service announcements.

3.3) Publicly posted information will be professional and reflect positively on the Attleboro Public Library, staff, volunteers and services. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar before publishing any posts.

3.4) Attleboro Public Library reserves the right not to publish any posting, or to later remove it.

3.5) Staff members are reminded that the Library’s Patron Policy states that “Physical, verbal, or any other form of harassment of staff or patrons will not be tolerated”. All postings containing any of the following will be removed and the poster will be barred from further interaction with APL social networking sites:

* Obscene or racist content, and hate speech
* Personal attacks, insults, or threatening language
* Potentially libelous statements
* Plagiarized or copy-written material
* Private, personal information published without consent
* Comments totally unrelated to the content of the forum
* Hyperlinks to material that is not directly related to the discussion
* Commercial promotions or spam
* Organized political activity
* Photos or other images that fall in any of the above categories

3.6) As with other library materials, a child’s access to and use of social networking sites is the responsibility of the parent or legal guardian.

3.7) Staff members are encouraged to review [online safety suggestions](http://onguardonline.gov/) for all ages.

3.8) The Library does not endorse or review content outside the pages created by Attleboro Public Library Staff. The Library assumes no liability regarding any interaction that takes place by any participant in any library-sponsored social networking service.

3.9) Staff participation in Attleboro Public Library social networking services implies agreement with all library policies, including its Computer Services Policies, Social Networking Policy, and the terms of service of each third-party platform. If a staff member does not agree to these terms, they are not to use the services provided.

4) Public Comments:

Public comments are currently not reviewed prior to publishing.

***This Policy will be reviewed on a regular basis by the Board of Trustees.***

**Guidelines for Administrators/Library Staff using social media**

*Administrators will be defined as persons directly posting material on behalf of the library*

* Be Respectful: Disclosing private information about specific patrons, coworkers, or any other person affiliated with the library is a violation of the ALA Code of Ethics. Library staff should be aware that photos of library events, and/or library staff doing their jobs will be taken and posted routinely.
* Respect Copyright: Understanding copyright and fair use laws is staff responsibility; always cite sources either via a hyperlink or caption text.
* Be Accurate: Check accuracy and timeliness of content.
* Provide Value: Think about what you have to offer the community, whether it’s thoughtful, relevant posts or homework help, and focus on providing that consistently. Look for opportunities on these social sites to offer recommendations or services to engage patrons and provide value to your community.
* Be Professional: If you’re posting about matters related to the Attleboro Public Library, be candid about who you are and who you work for. Although posts appear anonymous, it’s recommended that you use your real name on social media sites and are up front about your professional role.
* Avoid Conflict: If you have a difference of opinion with someone online, please take care to do so in a professional manner. Voice your opinion, but don’t use social media for personal attacks or inflammatory arguments. What you post is not private and may impact the Library.
* Use Good Judgment: Think about the type of image that you want to convey on behalf of the Attleboro Public Library when you’re posting to social media sites. What you post is permanent.
* Use a Disclaimer: Include a disclaimer on your personal social profiles in which you state that your opinions are yours alone and not the Attleboro Public Library’s.

**Guidelines for Non-Administrators**

*Non administrators will be defined as persons forwarding material to be posted*

* Please send information as you wish to share to a social media administrator. An administrator should be able to cut and paste info as sent but may edit as necessary.