Social Media

PART I – THE PUBLIC

The Library considers online and social media channels to be the same as other communications and service delivery channels. The same standards, policies, and guidelines apply to online and social media as all other forms of Library communication, and the same quality of service will be provided.

Library social software tools provide a limited (or designated) public forum to facilitate the sharing of ideas, opinions and information about library-related subjects and issues. They are intended to create a welcoming and inviting online space where library users will find useful, informative and entertaining information and may interact with library staff and other library users.

Social software is defined as any web application, site or account offered by the library that facilitates the sharing of opinions and information about library related subjects and issues. Social software includes such formats as blogs, listservs, websites, social network pages or posts to community reviews and customer ratings of library materials.

While Sayville Library encourages an open forum, posts and comments are moderated by library staff. The Library reserves the right, within its sole discretion, not to post and to remove submissions or comments that are unlawful or violate this policy.

Rules for Commenting and Posting:
- Stay on topic. Comments and posts should be library related.
- Duplicate posts from the same individual will be deleted.
- Don't include personal information about yourself or others.
- The library is not responsible for user generated content. A posted comment is the opinion of the user only, and publication of a comment does not imply endorsement or agreement by Sayville Library.
- Spam and commercial content will be removed.
- Individuals should not post anything that they do not have the right to post. The Library follows a notice-and-takedown procedure for complaints of copyright.
- Posts containing offensive, obscene, threatening or abusive language, or hate speech are strictly prohibited and will be deleted. Authorities may be contacted.
- Users may report concerns. Moderators will review those concerns as soon as possible.

By choosing to comment you agree to these rules.

Adopted June 13, 2016
Amended May 28, 2020

Social Media (continued)

Part II - STAFF RESPONSIBILITIES

Social media content created by an employee as part of his or her employment responsibilities is the property of the Library and not the employee.

When using social media for personal use and when identifiable as a Library employee, staff must be aware of their role in the organization and the potential impact of their communications on the brand, reputation and service values of Sayville Library and act appropriately and with good judgment.

The Library's Access to *Public Records* Policy concerning confidentiality applies to social media interactions on social media sites.

Only employees designated and authorized by the Library Director can post, delete, edit or otherwise modify content on Library-sponsored social media.

- Make sure all social media postings are accurate, without grammatical errors or factual misrepresentations.
- Maintain privacy, confidentiality and obtain permission to use other people's content. If you are unsure whether or not to disclose any information, refrain from posting it.
- Find ways to engage patrons, including with the use of adding content that supports the Library's mission.
- Make sure all postings provide a positive reflection of the Library; all posts should be constructive and beneficial.
- In order to conduct online virtual programs, employees may choose to use their personal accounts, or a program specific Library account, to log in and facilitate the program.
- If a staff member chooses to use his/her personal social media account to facilitate an official Library program, the same rules and procedures listed above shall apply to the staff member.

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