

Social Media Policy

Purpose

To help achieve our mission, the library utilizes social media to create welcoming and inviting online spaces where library users may interact with staff and other users while finding useful information relating to the library's activities and resources.

Goals

The goals of the library's social network sites are:

To inform the public about library and regional resources and activities.

To increase the public's use of those resources.

To provide additional communication with members of the public.

To provide reader's advisory services and encourage a love of reading and sharing.

Definitions

Social media is defined as any web application, site or account that facilitates the sharing of opinions and information about library related subjects and issues. It includes such formats as blogs, listservs and social networks.

Privacy/Parental Control

The library does not collect, maintain or otherwise use the personal information stored on any third-party site in any way other than to communicate library-related information to users on that site, unless granted express permission by users for library contact outside of that specific site.

Users may remove themselves at any time from the library's social media site(s), or request that the library remove them. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

Users are encouraged to protect their privacy and avoid posting personally identifying information. As with more traditional resources and the Internet, the library does not act in place of, nor in the absence of, a parent/guardian and is not responsible for enforcing any restrictions which a parent/guardian may place upon a minor's use of social media.

Liability

The Peterborough Town Library assumes no liability regarding any event or interaction that occurs between participants in any library-sponsored social media and does not endorse content outside of pages maintained by the library and posts created by library staff in the course of their employment duties. By posting content, the user agrees to defend, indemnify and hold harmless the library and its trustees, employees and volunteers from and against all liabilities, claims, judgments, damages and costs (including attorney fees) incurred by any of them which arise out of or are related to post content.

Monitoring/Inappropriate Content/Removal/Appeal

The library uses social media to form connections with the public by encouraging conversations and the exchange of information online.

The library's social media forums are limited public forums. The library requires that users stay on topic and abide by the law, and reserves the right to modify or remove any messages or postings it deems, at its sole discretion, to be harassment, obscene, defamatory and/or threatening to any individual or group, that is purely commercial or represents organized political activity, in violation of copyright, trademark rights or other intellectual right of any third party, or otherwise inappropriate for the service. (This list is not exhaustive.) Notwithstanding the foregoing, the library is not obligated to take any such actions and will not be responsible for or liable for content posted by members of the public (see above: liability).

If any content is removed, the library staff will make explicit that an edit or removal of content has been made. Any member of the public who wishes to contest modification or removal of postings should do so in writing to the library's Board of Trustees.

Approved by the Board of Trustees on July 25, 2024.