



CORTLAND FREE LIBRARY

Policy Category: Technology

Policy Title: Social Media Policy

Need for Policy: The Cortland Free Library uses social media to promote library services, resources and events and establish guidelines, and procedures for use of social media websites, platforms and resources.

Policy:

- **Use of Social Media Accounts:** The library social media offerings may include information regarding library programs, services, collections, news and events as well as useful and entertaining information. Positive interaction with community members will be promoted on the library's social media accounts to foster an atmosphere of education and learning. The library may repost and/or like content from community partners. The act of liking or following another page does not imply endorsement by the library.
- **Content:** Posts should inform library users about services, resources, programs, and events, promote library use, and encourage dialogue between users and library representatives. Social media posts, as with all library releases, should be positive in tone and should reflect the values and viewpoint of the library rather than personal opinions.
- **Monitoring:** Public comments on library-managed social media posts are to be disabled. Patrons with questions or comments about posts on the library's social media pages are encouraged to contact the library directly via e-mail or phone.
- **Third-Party Posts and Disclaimer:** The library is not responsible for the content of posts made by third parties, including customers, reviewers, advertisers, patrons, members of the public etc. Public posts by third parties do not reflect the position of the library, its employees, its volunteers or its board of trustees and officers.
- **Staff, Trustee and Volunteer Usage of Social Media:** Designated staff may maintain library social media accounts as part of their assigned duties. The library does not restrict the right of employees, trustees or volunteers to use personal social media outside of work. However, employees, trustees and volunteers must be aware that statements made on social media pursuant to their official duties may be viewed by others as library sponsored information or opinions.

- **Privacy:** The library's social media accounts will not be used to collect information about library patrons or community members. However, social media is a public platform, and users should have no expectation of privacy when posting, commenting, or interacting on social media sites.

Responsibilities: Designated staff may update and monitor library social media accounts as part of their assigned duties.

Approved: October 16, 2024