

Kennebunk Free Library
Internal Social Media Policy and Guidelines

Social media and online collaboration is both changing the way we offer existing services as well as presenting new opportunities for connecting with and serving the public. However, social media is a very public form of mass communication and with that comes new responsibilities.

All social media activity should be restricted to areas which fall under the Library's mission and major service responses as approved by the Board of Trustees. Examples of social media include communication platforms like Facebook and Twitter; content-sharing sites like Flickr, YouTube, and Vimeo; and other online collaborative tools such as blogs, online forums and wikis, including Wikipedia.

This document provides specific guidelines and restrictions for Library staff use of social media when acting as an agent of the Library. Since these guidelines could not cover every possible instance or example; all staff should use common sense and general professional courtesies when communicating on behalf of the Library via these platforms.

Official Library Presence on Social Media

Any opportunity for a library presence on social media sites must be cleared by the Director. Staff may not set up any new sites under the Library's name without the expressed approval of the Director.

Staff Access

Access to post content on behalf of Kennebunk Free Library is granted on a site-by-site basis by the Director or department supervisors (Adult Services, Youth Services, and Technical Services). Staff members who are granted access to post or create content in an official capacity must abide by the content and style guidelines in this document. This access can be revoked at any time.

Content and Style

The Library's social media presences are a voice for the institution as seen through the eyes of its staff. When posting content, be aware that social media are a highly visible form of communication and increasingly reach a wider group of people than the Library website.

- Do not imply Library endorsement of personal views. Pause and think before posting. Write text and pick images which appropriately represent the Library, its purpose, and/or its mission.
- Do not disparage organizations or individuals. Do not comment on internal Library matters. Being critical of an opinion or idea is acceptable, when it is done in a professional manner and appropriate to the situation.
- Content should be accurate, timely, and relevant to the Library's activities and written in a manner that represents the whole organization (use 'we' or 'our,' etc.)
- Respect copyright laws and give credit to additional resources when appropriate.

Comment Moderation

With respect to comments, outside links, messages, and any other material posted by the general public on the Library's social media sites, anything deemed to be unlawful, abusive, defamatory, invasive of another's privacy, is spam, is potentially libelous, contains plagiarized material, contains commercial content, is obscene to a reasonable person, or is detrimental in any way will be immediately removed/hidden from public view. When content is removed based on these guidelines, the Director is

to be notified.

Just as with any reference or general patron query, attempts should be made to respond to comments in a timely manner where a response is appropriate.

Social Endorsement (“likes” “follows” “pins,” etc)

For the purpose of this document, “following,” “pinning,” “liking” or any term used by a specific social media site to indicate appreciation of one entity by another entity will be termed “endorsing.”

Individuals should bear in mind that when acting as an agent of the Library, they should only endorse organizations, persons, pages, or events which are appropriate for the Library to endorse or support. Specifically, any entity which is politically partisan, defamatory, or otherwise not in keeping with the Library’s purpose and mission should not be endorsed.

Accessibility

When the functionality is present, posts should include reasonable accessibility measures such as captioning, effective use of colors, and accessible menus.