

SOCIAL MEDIA POLICY

I. Policy: The Peabody Institute Library provides innovative services, resources, programs, and spaces to empower all community members to imagine, learn, create and explore. To help achieve this goal, the Library uses social media to foster communication with library users and publicize library programs, services and events.

II. Definition: *Social media* is any website or application which allows users to generate and share content. The library uses several social media tools. Examples include Facebook, Instagram, Flickr, Pinterest and blogs.

III. Procedures.

1. User feedback posted on a library social networking site or blog is welcome. Such postings will be monitored regularly by library staff for content and relevancy. Any postings containing inappropriate content will be removed at the discretion of the director. Examples of inappropriate content include:
 - Offensive language or hate speech
 - Personal attacks, insults or threatening or defamatory language
 - Plagiarized material
 - Commercial advertisements, comments or links not related to the discussion or spam
2. The Peabody Institute Library assumes no liability regarding any event or interaction that may arise out of posted content.
3. Users should be aware that third party websites have their own policies, including privacy policies, and should proceed accordingly.
4. The library cannot guarantee a response to questions, comments or concerns left on the library's social media pages; the best way to reach a staff member is by phone or email.
5. The library maintains a series of blogs. Many blog posts feature informal reviews of books, music and movies. The opinions expressed in these blogs do not represent the opinions of the library as an organization; they are the opinions of the individual library staff bloggers.
6. The library reserves the right to follow the social media content of other libraries or community organizations; we do not follow the social media content of individual users.
7. The Library evaluates information that it posts online, but sharing or linking to content online does not mean that the Library endorses or is affiliated with the content or content creator.

8. Any library employee may be given the authority to post content to library social media under the supervision of the department head.

As approved by the Board of Library Trustees the 6th day of March, 2017.