

Canajoharie Library & Arkell Museum

Social Media Policy

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Social Media Policy:

The Canajoharie Library & Arkell Museum (referred to in this document as the Library/Museum going forward) uses social media for educational, cultural, and recreational purposes. Library/Museum social media accounts increase awareness and accessibility to our programs, resources, and services to help serve our mission. Our social media accounts are intended to facilitate the sharing of ideas, opinions, and information about Library/Museum subjects and issues. The Library/Museum does not make its social media accounts available for general public discourse or for the general exchange of ideas and viewpoints, but as a limited public forum for discussing our programs, events, and materials. Our social media is intended to create a welcoming and inviting online space where Library/Museum users can find useful and entertaining information and can interact with staff and other Library/Museum users.

The purpose of this policy is to address the use of social media accounts and activities including but not limited to Facebook, Instagram, YouTube, and Twitter by Library/Museum staff and all outside social media participants.

Content is created by Library/Museum staff to assist in fulfilling our mission of providing access to art and information that will educate and serve the community. Much of the content will relate to libraries, museums, books, art, programs, events, and images or special topics related to the Library/Museum.

By utilizing in any capacity, the Library/Museum's social media sites, you agree to comply with the Library/Museum Social Media Policy. This Social Media Policy applies to ALL comments posted on or linked to Library/Museum social media, including comments posted from Library/Museum public and staff computers, personal computers, etc. We respectfully request that commenters be mindful that social media sites are open to the public and we expect commenters to be courteous and civil to one another and this organization.

The Library/Museum encourages an open forum; posts and comments are moderated by staff to ensure that posts and comments respect Library/Museum social media participants and the Library/Museum. Social media participants are personally responsible for their comments. Social media participants should be aware that they may be held personally liable for comments that are defamatory, obscene, proprietary or libelous by any offended party, including but not limited to the Library/Museum. The Library/Museum reserves the right within its sole discretion not to post a response and/or to remove submissions or comments that are unlawful or violate this policy.

Rules & Guidelines for the Public:

The Library/Museum permits social media participants to comment on Library/Museum social media posts. Social media participants are also invited to share opinions about Library/Museum-related subjects, resources, and programs. Comments, opinions, and replies posted by individuals outside this organization do not indicate Library/Museum endorsement. Please be aware that when engaging with us over social media, you are agreeing to the following:

Posting offensive, obscene, threatening, or abusive content is strictly prohibited. The Library/Museum will remove comments that contain any of the following:

- Abusive, sexual, offensive, threatening, or harassing language
- Personal attacks of any kind
- Private or identifying information about an individual (doxing)
- Offensive terms that target specific individuals or groups
- Conduct or encouragement of illegal activity
- Information that may compromise the safety or security of the public or public systems
- Copyright, trademark, and intellectual property violations
- Solicitations for commerce or fundraising

Individuals are fully responsible for libelous or defamatory comments.

Hate speech will not be tolerated. Posts or comments that degrade others on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, sexual orientation, or any other form of hate speech will be removed.

The Library/Museum strongly encourages individuals, especially people under the age of 18, from posting personal information about themselves (i.e. last names, school, age, phone numbers, addresses, etc.), and reserves the right to remove any posts with personal information about other people or that violate a third party's right to privacy.

Spam and commercial content will be removed. The Library/Museum will remove posts or comments used for political and commercial purposes or for soliciting funds. Gratuitous links to sites are viewed as spam and will result in the comment being removed.

The Library/Museum is not responsible for any participant-generated comment or content that appears on our websites and social media platforms. A posted comment is the opinion of the poster only, and publication of a comment does not imply endorsement or agreement by the Library/Museum.

Social media participants are encouraged to stay on topic. Comments and posts should relate to the issue or topic discussed.

Duplicate posts from the same individual are discouraged.

By choosing to comment you agree to follow the Library/Museum Social Media Policy. If you violate one or more of these guidelines, your content may be removed.

Rules & Guidelines for Staff:

Staff responsible for creating content for Library/Museum social media accounts should present content in a professional manner and should check facts, cite sources, avoid copyright infringement, and correct errors before posting.

Employees should not discuss confidential or work-related matters through social media.

Library/Museum staff and trustees are expressly prohibited from violating patron, visitor, and staff privacy on both Library/Museum and personal social media accounts. If staff or trustees are found to have violated patron, visitor, or staff privacy disciplinary action will be taken immediately.

Content that is posted on Library/Museum social media sites is subject to the Freedom of Information Act and records retention requirements.

Library/Museum staff and trustees have the same right to self-expression enjoyed by members of the community. Staff and trustees are cautioned that speech made pursuant to official duties is not protected speech under the First Amendment and may form the basis for discipline if such speech is deemed a violation of any Library/Museum policy. Staff and trustees should keep in mind the following best practices when posting content about or commenting on Library/Museum-related subjects and issues on Library/Museum Social Media:

If you identify yourself as staff or trustee of the Library/Museum, make it clear that the views expressed are yours alone and do not represent the views of the Library/Museum.

Respect the Library/Museum's confidential and proprietary information. Do not post information that is still in draft form or is confidential.

No comments with any kind of negative, mocking, or condescending language or slant should ever be made about patrons/visitors in general, about specific questions from patrons/visitors, or about patron/visitor behavior on Library/Museum social media.

The Library/Museum does not endorse, monitor or review the content of personal, non-Library/Museum related social media activity of its employees or trustees.

The Library/Museum, its employees, trustees and officials assume no responsibility for any damages, direct or indirect, arising from participation in Library/Museum social media. Violations of this policy by employees may result in discipline, up to and including termination of employment.