

SOCIAL MEDIA POLICY – WYCKOFF PUBLIC LIBRARY

PURPOSE

This policy sets forth guidelines for the establishment and use by the Wyckoff Public Library ("the Library") of its social media sites as a means of conveying Library-related information to its residents, employees and visitors in order to serve its mission. Social Media tools are used to increase awareness of and accessibility to the Library's programs and services, as well as increasing communication between the Library and the public.

The Library has an overriding interest and expectation in deciding what is "spoken" on behalf of the Library on its social media sites. The purpose of this social media policy is to establish enforceable rules for the use of social media by Library officers and employees when engaged in Library business. Rules are necessary to assure that communications made on behalf of the Library are properly authorized and in correct form; that communications to the municipality by means of social media which can be viewed by the public are appropriate and pertinent; that all communications to the municipality is related to the posted municipal information; and that the sender is clearly and fully informed that a message received by means of social media is not a substitute for required reporting procedures. For purposes of this policy, "social media" is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include Facebook, Instagram and Twitter. For purposes of this policy, "comments" include information, articles, and pictures.

GENERAL POLICY

The objective of the use of social media by the Library or its departments is to expand and facilitate the dissemination of information from the Library to its residents, taxpayers and the general public.

1. No Library social media account shall be established without prior approval of the Library Board of Trustees. The approved accounts are approved by the Library Board of Trustees under the direction of the Library Director and/or his/her designee:
2. The Library social media sites shall clearly set forth that they are maintained by the Library and that they follow this Social Media Policy.
3. Wherever possible, the Library social media sites should link back to the official Library website for forms, documents, online services and other information necessary to conduct business with the Library.
4. This social media policy shall be placed on the Library Website.

5. The Library Director and/or his/her designee shall monitor Library social media sites to ensure adherence to both this Social Media Policy and the interest and goals of the Library. The Library has the right and will restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines will be retained by the Library Administrator and/or her/her designee pursuant to the applicable Library retention policy, including the time, date and identity of the poster, when available.
6. These guidelines must be displayed to users or made available by hyperlink.
7. The Library will approach the use of social media tools as consistently as possible, Library-wide.
8. The Library website at www.wyckofflibrary.org will remain the Library's primary and predominant internet presence.
9. The Library social media sites and this Policy are subject to all applicable federal and NJ laws and regulations, as well as applicable record retention requirements.
10. Employees and Volunteers representing the Library via its social media sites shall conduct themselves at all times as a representative of the Library and in accordance with all its policies.
11. This Social Media Policy may be revised at any time by approval of the Library Board of Trustees.
12. This policy governs all social media use by or on behalf of the Library and/or its departments.
13. The Library shall only establish and operate the social media sites indicated in item #1 and approved for use by the Library Committee. No other social media sites are authorized.
14. All Library presence and activity on social media are an integral part of the Library's information networks and must comply with all rules and policies governing the Library's computers and electronic media, including but not limited to the applicable JIF Municipal Internet Access and Use Guidelines.
15. All Library use of social media is responsible for complying with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), Open Public Record Act (OPRA), First Amendment, privacy laws, sunshine laws, and information security policies (if applicable) established by the Municipality.
16. All Municipal policies are applicable to interactions on social media sites when acting in an official capacity and representing the Municipality.
17. No "friending" or other special relationship between a Library employee and a third person is permitted on, or working on, a Library social media site(s).

18. Social media is run by a third party separate from the Library and social media sites occasionally become inoperable. The Library reserves the right to disable its social media accounts either temporarily or permanently at any time. There is no guarantee of “uptime.”

COMMENT POLICY

1. As a public entity the Library must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing the Library social media sites is to disseminate information from the Library about the Library to its residents, employees and visitors.
3. A comment posted by a member of the public on any Library social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Library, nor do such comments necessarily reflect the opinions or policies of the Library.
4. Any attempt to hack or otherwise compromise the Library’s internet or social media sites will be reported to law enforcement and the perpetrator will be denied access to the sites.
5. The Library reserves the right to deny access to its social media sites for any individual who violates the Wyckoff Public Library Social Media Policy at any time and without prior notice.
6. All comments posted to any Library sites are bound by any applicable terms and conditions set forth by the site owner and the Library reserves the right to report any violation to the third party owner with the intent that the site owner taking appropriate and reasonable responsible action. All Library policies are applicable to interactions on social media sites when acting in an official capacity and representing the Library.
7. Persons posting prohibited content are subject to being barred from posting comments on Library social media.

PROHIBITED CONTENT

Comments containing any of the following inappropriate forms of content shall not be permitted on the Library’s social media sites and are subject to removal and/or restriction by the Library Director and/or and/or his/her designees.

- a. Profane, obscene, violent, or pornographic content and/or language, or sexually suggestive or explicit content links to such materials. Any image or link containing minors or suspected minors in sexual and/or provocative situations will be reported to law enforcement;
- b. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin, marital status, status with regard to public assistance, physical or mental disability or sexual orientation;
- c. Defamatory attacks;

- d. Threats to any person or organization;
- e. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
- f. Conduct in violation of any federal, state or local law;
- g. Encouragement of illegal activity or illegal activity;
- h. Information that may tend to compromise the safety or security of the public or public systems;
- i. Content that violates a legal ownership interest, such as a copyright, of any party the Library does not permit or allow copyright infringing activities and/or infringement of intellectual property rights on its website or social media sites and will remove any and all content and submissions if properly notified that such content and/or submission infringes on another's intellectual property rights;
- j. Private contact information such as names, addresses and phone numbers no matter how easily obtained elsewhere; Personal information of a person other than the poster;
- k. Spamming or repetitive content;
- l. Comments from children under 13 cannot be posted in order to comply with the Children's Online Privacy Protection Act. By posting on a Library media site, users acknowledge that they are at least 13 years old. Parents are responsible for any minor child's posting or comments;
- m. Content that incites violence;
- n. Photographs or videos;
- o. Comments unrelated to the particular post being commented upon;
- p. Comments containing vulgar, offensive, threatening, or harassing language, personal attacks, or unsupported accusations; and,
- q. Persons posting prohibited content are subject to being barred from posting comments on Library social media.
- s. A "designee" or a person appointed by the Library Director is never to be allowed to transfer their social media account information or allow someone access to their account on their behalf without prior written authorization from the Library Director.

BREACH OF POLICY

1. The Library Director and/or his/her designee may be required to remove internet postings on Library social media sites which are deemed to constitute a breach of Policy, as determined by the Library Director subject to applicable archiving and retention requirements.
2. Any social media site created by the Library remains the property of the Library, including all the followers and friends generated by the site. If the person who created the site leaves the employment of the Library, they must relinquish everything related to the site including user names, passwords and/or access codes or information.

Approved by the Board of Trustees on September 18, 2019