

# DOWNINGTOWN LIBRARY COMPANY SOCIAL MEDIA POLICY

## DEFINITIONS

Social media is defined as any website or application which allows users to share information. Social media can include, but is not limited to, blogs, instant messaging tools, social networking sites, and wikis. Many social media sites allow users of those sites to become a “friend”, “fan”, or otherwise associate their own “profiles” or virtual presences with the library’s profile on these sites.

## SOCIAL MEDIA SERVICES PURPOSE

The Downingtown Library Company (DLC) uses social media for educational, cultural, civic and recreational purposes. DLC social media provides an online forum to facilitate the sharing of ideas, opinions and information about library-related subjects and issues. They are intended to create a welcoming and inviting online space where remote DLC users can find useful and entertaining information and interact with library staff.

Opinions expressed in DLC social media services, except as specifically noted, are those of the individual authors. Views presented do not necessarily represent the views or policies of, or endorsement by, the DLC.

## ACCEPTABLE USE

The DLC regards online library-sponsored social media in the same way as its other information resources and communications. This policy is not intended to replace other Library policies but, rather, to supplement those policies. As with more traditional resources, the Library affirms the right and responsibility of parents and legal guardians for deciding what library resources, including social media, are appropriate for their own minor children. The Library staff does not act in loco parentis to restrict what a child may access.

Comments, posts and messages are welcome on the DLC social media sites. While the DLC recognizes and respects differences in opinion, all such interaction will be reviewed for content and relevancy. The DLC reserves the right to delete social media content. All comments, postings and messages which contain any of the following, will be removed and the person posting/commenting may be prohibited from posting any subsequent message to library- sponsored social media sites. Reasons for deleting content may include, but are not limited to, the following:

- Unlawful content
- Obscene, vulgar or racist comments
- Personal attacks, insults or threatening language
- Potentially libelous statements
- Plagiarized or copyrighted material
- Private, personal information published without consent
- Comments unrelated to the content of the social media forum
- Hyperlinks to material that is not related directly to the content of the social media forum
- Commercial promotion or spam
- Specific or imminent threats
- Photos or other images that fall in any of the above categories

- Off topic
- Space constraints

#### PARTICIPATION

The DLC assumes no liability regarding any event or interaction that takes place by any participant on any library-sponsored social media platform. The DLC does not endorse or review content outside the “pages” created by the DLC staff. Participation on DLC social media implies agreement with all library policies, including its Social Media Policy and Internet Acceptable Use Policy. If a user does not agree to the terms of the DLC’s policies, he/she is not to interact on library-sponsored social media.

Adopted October 18, 2018