

## Social Media Policy

The Pennsauken Free Public Library (PFPL) uses social media to help broaden awareness of the wide range of materials, programs, services, and activities the Library provides to our community. We also use social media to encourage dialogue and the exchange of information and knowledge between community members and Library staff about these programs, events, services, and materials.

Everything posted to our social media is considered part of the public record and is subject to public disclosure laws. Thank you for keeping your comments appropriate for our family-friendly sites.

### Definition of “Social Media”

“Social media” is defined by Merriam Webster Dictionary as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).”

### Media Release

Library staff regularly photograph or take video of Library programs, events and classes for the purpose of publicizing Library services and programs and promoting the Library’s mission.

The Library may require the receipt of a patron-signed media release form before an individual’s identifiable image is used in Library publications, social media, and website.

For information regarding consent and privacy policy concerns, please refer to the **Film and Photograph Policy**.

### Usage Expectations

The Library welcomes the comments, posts and messages of community members, and recognizes and respects differences of opinion. However, all comments, posts, and messages from the public will be periodically reviewed. The Library reserves the right to, but it is not required to, remove any comment, post, or message that it deems inappropriate or off-topic.

The Library is only responsible for content posted in a Library social media forum by Library Staff members. All content posted by members of the public is the sole responsibility of the person posting. Members of the public should be aware that they may be held personally liable for commentary that is defamatory, obscene, proprietary, or libelous by any offended party.

The posting of any comments, posts, or other materials on PFPL’s social media pages, gives the Library permission to reproduce, distribute, publish, display, edit, modify, delete, and otherwise handle the posting of any submissions for any library-related purpose, in any form, on any media.

Examples of comments that may be edited or deleted before posting or removed upon discovery:

- Substantially off-topic or unrelated to the original post
- Using defaming, demeaning, vulgar, offensive, obscene, threatening, or harassing language, including hate speech
- Designed to advertise, promote or solicit for any business or commercial transaction or service
- Political or religious messages unrelated to the Library or its social media posts
- Solicitation of funds
- Private or personal information, including phone numbers and addresses, or requests for personal information
- Potentially libelous statements
- Plagiarized material
- Fraudulent statements, including impersonating someone else or misrepresentations
- Chain messages or obvious spam

- Promoting or opposing current ballot questions or persons seeking office, unless directly related to a Library program, event, or resource
- Violating copyright of images, music, video, or published works without source credit or permission of the owner
- Any images, links, or other content that violates the [Library's Rules of Conduct Policy](#).

The Library does not collect, maintain, or otherwise use the personal information stored on any third-party site in any way other than to communicate with users on that site, unless granted permission by users for library contact outside the site.

*Approved by the Board of Trustees: May 21, 2020*