

Boyle County Public Library

Social Media Policy

Policy Statement

The Boyle County Public Library (BCPL) endeavors to develop collections, resources, and services that meet the informational, educational, cultural, and recreational needs of our diverse community. To help achieve this goal, the Library uses social media to foster communication with Library users and to publicize and facilitate Library programs, services, and events.

Definition

Social media is any website or application which allows users to generate and share content. BCPL uses several social media tools, including but not limited to Facebook, Instagram, Twitter, Discord, Pinterest, and YouTube.

Regulations

General Provisions and Usage Rules

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

BCPL is not responsible for or liable for any content posted by any participant in a Library social media forum who is not a member of the Library's staff.

Users should have no expectation of privacy in postings on Library sponsored social media sites; by using such sites, you consent to the Library's right to access, monitor, and read any postings on those sites. Users must understand that social media is permanent, retrievable, and public. Messages can potentially be read by anyone once posted. The Library recommends that users do not post their personal information or contact information on social media sites.

The Library reserves the right to reproduce comments, posts and messages in other public venues; such reproduction may be edited for space or content while retaining the original intent of the post.

1. User feedback posted on a Library social networking site is welcomed. Such postings will be monitored regularly by Library staff for content and relevancy. Any postings containing inappropriate or inflammatory content will be removed. Examples of inappropriate content include:

- Comments containing hate language, vulgar, obscene, or libelous language
 - Personal attacks, insults or threatening, or defamatory language
 - Sexual content or links to sexual content
 - Attacks on any ethnic, racial, economic, or religious groups
 - Content that reveals private, personal information without permission (doxing)
 - Conduct or encouragement of illegal activity
 - Plagiarized material
 - Commercial advertisements, comments, endorsements, or links not related to the discussion or spam
 - Off topic comments
 - Political advertisements or endorsements
 - Duplicated posts from the same individual
 - Copyright violations
2. Content that is positive or negative and in context to the conversation will not be removed by the Library staff, whether the content is favorable or unfavorable to BCPL.
 3. BCPL assumes no liability regarding any event or interaction which may arise out of posted content.
 4. Users should be aware that third party websites have their own policies, including privacy policies, and should proceed accordingly.
 5. Any post, comment, etc. that expresses a threat to the safety of oneself or others will be reported to the appropriate authorities.

Twitter

6. Twitter is a social networking site that currently allows users to send updates of 280 characters or less in length. The Library uses Twitter to keep residents informed of news and upcoming events both in the Library and the literary world.
7. The Library reserves the right to follow other libraries or other Library related organizations; we do not follow individual users.
8. The Library does not respond to questions, comments, or concerns on Twitter; the best way to reach a staff member is by phone or email.
9. The Library manages one Twitter account: <https://twitter.com/boylepublib>

Facebook

10. Facebook is a social networking site that allows users to share, view, and comment on updates, photos, videos, and web links. The Library uses Facebook to keep residents informed of news and upcoming events at the Library, such as programs and meetings, interesting state and local historical information, Library services, and holiday or snow closings. The Library also uses Facebook to post photos and/or video of past events that are relevant to the Library and its mission.
11. The Library reserves the right to like other libraries or community organizations; we do not like individual users.
12. The Library cannot guarantee a response to any questions, comments, or concerns left on the Library's Facebook page, although every effort will be made to respond, when appropriate, in a timely manner; the best way to reach a staff member is by phone or email, or via Live Chat on the Library website.
13. The Library currently manages three Facebook pages:
 - Main Library Facebook page (<https://www.facebook.com/boylepublib/>),
 - Children's Library Facebook page (<https://www.facebook.com/Boyle-County-Public-Library-Childrens-Programming-127073980652782/>),
 - Genealogy and Local History Facebook page (<https://www.facebook.com/Boyle-County-Public-Library-Genealogy-Local-History-644271159010083/>).

Pinterest

14. Pinterest is a content sharing service that allows members to "pin" images, videos, and other objects to a virtual pinboard. The Library uses Pinterest to share themed reading lists and to lead people to relevant content on the Library's website.
15. The Library reserves the right to follow the boards of other libraries or community organizations; we do not follow the boards of individual users.
16. The Library manages one Pinterest account: <https://www.pinterest.com/boylepublib/>

YouTube

17. YouTube is a video sharing website that allows users to upload video content. The Library uses YouTube to post videos of tutorials, programs -- including those with historical content, and to promote Library programs.
18. The Library currently manages one YouTube channel: <https://www.youtube.com/channel/UC-drlGxX0un-1vINaaQmdSQ>
The channel is also accessible via BoylePubLib.org/youtube

Instagram

19. Instagram is a social networking platform that allows users to share photos and videos. The Library uses Instagram to host interactive programs and to post information about library services and upcoming events. The Library reserves the right to follow other libraries or community organizations. The Library does not follow individuals.
20. The Library currently manages two Instagram accounts:
Main: @boylecopubliclibrary
Teens: @boylepublibteens

Discord

21. **Discord** is an American VoIP, instant messaging and digital distribution platform designed for creating communities. Users communicate with voice calls, video calls, text messaging, media and files in private chats or as part of communities called "servers."
22. The Library currently has one Discord server: boylepublib.org/discord. Behavior expectations are outlined in the Library Virtual Program Code of Conduct policy which is available on the Library's website.

APPROVED 1/14/2021