

Social Media Policy

POLICY: It is the policy of the Norfolk Public Library (NPL) to utilize various social media platforms to share information about programs, services, updates to hours of operation, and any other matters related to the Library and to ensure that the library's social media presence aligns with its mission, values, and goals. It aims to foster a positive, respectful, and informative online environment for all users.

DEFINITIONS: None

PROCEDURE:

General

1. The NPL has social media accounts on certain platforms. This policy addresses content creation in those accounts, their management by NPL trustees and staff, staff engagement with the public, and public comments and posts.

Library Staff and Trustees Content

1. Content shall be relevant to the library's mission and services, such as promoting events, sharing new acquisitions, and providing educational resources.

2. All information shared is accurate and up-to-date. Corrections shall be made promptly if errors are identified.

3. NPL trustees and staff shall avoid posting their personal opinions and shall strive to ensure that content is respectful and inclusive. Trustees and staff shall engage with the community courteously and respond to questions and comments promptly and if appropriate.

4. Library trustees and staff are not able to respond to every question or comment via social media.

5. Comments and interactions shall be monitored by the Director and/or designees to ensure that they comply with the Public Content section of this policy. Monitoring will not be done 24/7.

6. Content that is offensive, inappropriate, or irrelevant will be removed (see Public Content section).

Public Content

1. The Library welcomes public interaction with its social media sites.
2. All posts which contain any of the following will be removed and the user may be barred from posting any subsequent messages to NPL social media sites:
 - Promotes violence or any illegal activity
 - Contains obscenity or material that appeals to prurient interest
 - Harassment, hate speech, obscene, and offensive language, and any form of discrimination
 - Potentially libelous statements
 - Plagiarized or copyrighted materials
 - Private or personal information published without consent
 - Comments or links that are unrelated to the content of the forum
 - Posts that promote a political campaign, commercial enterprise, or religious activity
 - Repetitive or excessive number of comments or posts
 - Photos or other images that fall in any of the above categories
3. Users may remove themselves at any time from the Library's "friends" or "follower" lists by following established procedures of the site owner. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.
4. Any public comments expressed on NPL's social media platforms do not reflect the views or positions of the Library, its staff, or the Town of Norfolk. The Library is not responsible for the content of public comments. The use of links, references, or other third-party content does not constitute an endorsement or recommendation by the NPL.
5. The role and utility of social media sites will be evaluated at least annually by the Library Director and/or designees and may be terminated at any time without notice to subscribers.

REFERENCE: None

CANCELLATION: This policy cancels all previous policies, procedures, memorandums, messages, and directives on this subject.

APPLICABILITY: This policy applies to all NPL trustees, staff members, and patrons.