



## **Fayetteville Free Library Social Media Policy**

### **Overview**

Fayetteville Free Library (FFL) uses select social media platforms to provide a forum to facilitate the sharing of ideas, opinions and information about library-related subjects, issues and events. The library's social media sites are intended to serve as a limited public forum for discussing library services, programs, events, and materials. Posts and comments are moderated by designated library staff, and the library reserves the right, within its sole discretion, not to post and to remove submissions or comments that are unlawful or violate this policy.

Participation in the library social media services implies agreement with all FFL policies, as well as the Terms of Service of each individual third-party social network service.

### **Guidelines**

#### *Staff Guidelines*

When posting and commenting on library social media accounts, staff will conduct themselves with professionalism and integrity as an online representative of the Fayetteville Free Library.

In social media posts, library staff will protect patron privacy by refraining from posting personally identifying information such as last name, school, age, phone number, or address.

#### *Patron Guidelines*

The FFL assumes no liability regarding any event or interaction that takes place by any participant in any FFL-sponsored social networking services.

The library reserves the right to use any posts on library social networking sites in public relations and marketing materials.

Users are encouraged to protect their privacy as they see fit, by not posting personally identifying information, such as last name, school, age, phone number, or address.

As with more traditional resources and the Internet, the Fayetteville Free Library does not act in place of, or in the absence of, a parent/guardian and is not responsible for enforcing any restrictions which a parent/guardian may place on a minor's use of social media sites.



### *Comments on Social Media*

By posting a comment you agree to indemnify the Fayetteville Free Library and its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to the content that you post.

The library reserves the right to monitor content on all their social sites, and to modify or remove any comments or postings that it deems, in its sole discretion, to be abusive, defamatory, illegal, or in violation of copyright, trademark, or other intellectual property right of any third party, or otherwise inappropriate.

Forums and messaging may not be used for commercial purposes or for political activity.

### *Violations*

Users may report violations of the library's social media site's policies to the library by calling or emailing the library's Executive Director. The reported violation will be reviewed by the appropriate authority, and the post(s) in question will be removed if they are deemed to violate this policy.

Repeat offenders will be temporarily blocked from accessing Fayetteville Free Library's social media accounts. The library's Executive Director will notify the user as to why they are being blocked, and provide them with a copy of this policy to review.

Any user who feels they have been unfairly banned from Fayetteville Free Library social media account may file an appeal in writing with the library board. Appeals will be reviewed at the next regular meeting of the board provided the appeal has been received seven days prior to the meeting.