



Fayetteville Free Library Social Media Policy

Overview

Fayetteville Free Library (FFL) uses select social media platforms to raise awareness of the library, and to share 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-related subjects.

Posts and comments are moderated by designated library staff, and the library reserves the right, within its sole discretion, 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.

Accessibility and Inclusion

The Fayetteville Free Library strives to ensure that content shared on its social media accounts is accessible and inclusive. This includes the use of clear language, alt text for images, and captions for videos when possible.

Comments or posts that are discriminatory, harassing, or hateful based on protected characteristics (such as race, gender, sexual orientation, religion, disability, or age) will not be permitted.

Guidelines

Staff Guidelines

- Only authorized staff members or individuals designated by library administration may post on behalf of official FFL social media accounts.
- When posting and commenting on behalf of the library's social media accounts, staff will conduct themselves with professionalism and integrity as an online representative of the Fayetteville Free Library.
- In library 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

***Revised and Approved by FFL Board of Trustees 11/18/2025
Adopted by FFL Board of Trustees 09/28/2021***



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.

Commenting and Moderation

The library reserves the right to monitor content on all their social sites, and to 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.

Comments may be removed if they possess content including, but not limited to:

- Personal attacks, threats, or harassment
- Profanity, obscene, or sexually explicit content
- Hate speech or discriminatory language
- Commercial promotion, spam, or solicitations
- Political campaigning or lobbying
- Defamation, copyright, or trademark violations
- Off-topic or misleading information
- Personally identifying information about oneself or others

Comments will not be removed solely because of disagreement or differing viewpoints.

Violations

Library staff routinely monitor FFL social media accounts and may remove any comments that violate this policy. Additionally, 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 or egregious offenders may be temporarily or permanently blocked from accessing Fayetteville Free Library's social media accounts.



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.

Indemnification

Users agree, to the fullest extent permitted by law, to release, indemnify, defend and hold FFL, its successors and assigns harmless from and against any claims, damages, losses, demands, liabilities and actions or causes of action, including any and all cost or expense of any kind or nature related thereto, including court costs and reasonable attorneys' fees (collectively, "Claims") resulting from or related to the user's use of FFL's social media sites, whether a Claim by or on behalf of user or any third party.