



Social Media Policy

Summary

York Public Library (YPL) participates and uses social media in different forms in order to connect with its community. YPL staff will maintain and curate the content of its social media platforms to comply with all Library policies. Social media sites will be used to share information and ideas that support the educational, cultural, recreational, and civic goals of YPL in alignment with our Strategic Plan.

Definition of Social Media

Social media is defined as any web application, site, or account created and maintained by York Public Library that supports the YPL social media purpose statement. These include, but are not limited to social networks such as Facebook, Instagram, Twitter, YouTube, and book review sites.

Social Media Purpose Statement

In keeping with YPL's objective of *Enriching lives, Inspiring minds, and Creating community*, the overarching purpose of the Library's use of social media is to deepen our connections and engage with YPL patrons and the greater York community. The Library considers information and interactions generated on social media channels to be equal to other information and interactions the Library provides in person; online posts and exchanges are meant to encourage dialogue among staff and community members.

YPL utilizes social media primarily to disseminate information, promote Library services and resources, and provide a forum for dialogue about Library-related topics. This may include, but is not limited to programs; projects; events; initiatives; readers' advisory; general Library news; and volunteer and employment opportunities. In partnership and collaboration with local organizations, YPL occasionally uses its social media platforms to share news from community organizations that meet the needs and interests of its audience. All editorial control remains with the staff of YPL.

Usage Rules

YPL welcomes the community's input and recognizes and respects differences in opinion. All community posts are subject to review, however, and the Library reserves the right to remove any post it deems inappropriate.

Content containing or consisting of any of the following will be defined as inappropriate and immediately removed from public view on any YPL social media forum:

- Hate speech
- Personal attacks, insults, threatening language, or obscene comments
- Private or personal information, including phone numbers and addresses, or requests for personal information

- Potentially libelous statements
- Misinformation***
- Falsification of identity
- Copyrighted, trademarked, or plagiarized material
- Posts in violation of Library policies
- Posts in violation of state or federal laws
- Comments, links, or information unrelated to the purpose of the forum
- Repetitive posts by an individual user
- Commercial, political, or proselytizing messages
- Spam

***Misinformation is defined as false or misleading information meant to deliberately confuse or mislead.

Comments expressed by the public on any social media platform do not reflect the views or positions of the Library, its employees, or Board of Trustees. Social media users should always exercise their own judgment about the quality and accuracy of any information presented through social media.

Response to Policy Violations:

- A user will be given a warning by staff to remedy the policy violation by a personal message on the platform where the incident occurred. If the violation is not resolved within 24 hours, the offending comment will be deleted.
- In the event a user commits the same or a different violation, the post(s) will be removed, while simultaneously notifying the user of the specific policy violation(s).
- Depending on the severity of the incident, a user creating extensive, repeated posts can be blocked.
- Appeals can be made to the Library Director or the Board of Trustees.

Privacy:

The Library may occasionally quote or refer to public comments made on social media, however YPL will not collect, sell, or knowingly transfer to any third party any personally identifiable information related to its social media engagement with the public. Please be advised that each social media platform has its own privacy policies, which can be found on their websites and carefully reviewed.