

NIAGARA FALLS PUBLIC LIBRARY	DATE EFFECTED: AUGUST 28, 2020	SOCIAL MEDIA POLICY: PUBLIC USE
	DATE REVISED:	

Purpose

The purpose of this document is to outline the Niagara Falls Public Library's (NFPL) position on public social media and to document the processes which will be adopted to ensure that use of social media is aligned with its mission and values.

The NFPL regards online social media in the same way as its other information resources and communications. This policy is not intended to replace other Library policies but, rather, to supplement those policies.

Scope

This policy applies to the public as well as customers and employees of the NFPL.

Definitions

Social Media is defined as any web application, web site, or web account used, created and/or maintained by the NFPL which facilitates an environment for Library staff and Library users to share opinions and information about library-related subjects, events or issues.

Social Media can include, but is not limited to:

- Blogs
- Instant Messaging
- Social networking sites
- Media sharing sites, and
- Wikis

Policy

The Niagara Falls Public Library (NFPL) is committed to using current forms of Social Media. The Library believes that by participating in Social Media we are more accessible to you, our library users, can better promote library services and resources, and better fulfill our mission to "inspire the spirit of exploration, the joy of reading and the pursuit of knowledge".

Many social networking sites allow users of those sites to become a "friend", "fan" or otherwise associate their own "profiles" or virtual presences with the Library's profile on these sites. Examples of such sites are Twitter, Facebook, Flickr, YouTube, and various blogging sites such as WordPress.

NFPL does not collect, maintain, or otherwise use the personal information stored on any third party site in any way other than to communicate with users on that site, unless granted permission by users for Library contact outside the site. The purpose for contact outside the site may include program promotion, volunteer opportunities, reference help, or other similar activities.

Users may remove themselves at any time from the Library's "friends" or "fan" lists, or request that the Library remove them. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

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Comments, posts, and messages are welcome on NFPL social networking sites. The Library recognizes and respects differences in opinion. Users should also be cognizant of the fact that they are posting content in a public forum and take appropriate measures.

Appropriate content

- Notices of upcoming Library meetings or events
- Content of all press releases
- Library policies and procedures
- Information about library services, trends or technologies
- Communication between Library staff and the Library community regarding NFPL work and/or projects
- Training and continuing education opportunities
- Promotion of the NFPL or the systems, associations, and other professional bodies related to the NFPL's activities
- A place for the public to discuss their opinion as it relates to the Library
- Discussion and promotion of local history and archives
- Discussion and promotion of community, arts, culture and literary events
- Discussion of books or hosting of virtual book clubs

Inappropriate content

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Copyrighted or plagiarized material
- Private, personal information published without consent
- Comments unrelated to the content of the forum
- Hyperlinks to material that is not directly related to an area of appropriate content
- Commercial promotions or spam

Attribution

In accordance to various international, federal, provincial and municipal laws, the public will make every attempt to protect copyrighted or other intellectual property rights when:

- Quoting another blog or publication, be sure to link to the original (if possible) and use quotation marks or blockquotes
- Using images or other media found elsewhere on the web, attribute credit to the author or creator via hyperlink

Responsibilities

All NFPL social media sites will be monitored by Library staff on a regular basis. The NFPL reserves the right to monitor content before it is posted on all of its social media web applications, websites and web accounts.

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Further, it reserves the right to modify or remove any messages, tags or postings that are deemed, in their sole discretion, to be abusive, defamatory, in violation of copyright, trademark or intellectual property rights of any third party, or otherwise inappropriate for the service.

Any content found to be in violation of this policy will be reviewed, possibly removed, and the individual responsible for its posting may be banned from further posts.

Parents, guardians and caregivers must assume responsibility for minors and are encouraged to discuss privacy concerns, safety and respectful use of these resources with their children. As with more traditional resources, the Library does not act in place of or in the absence of a parent. The Library is not responsible for enforcing restrictions which a parent or guardian may place on a minor's use of this resource.

Disclaimer

All Social Media sites used by the Library contain the following disclaimer:

"This site is for discussion purposes only and does not represent the official views of the Niagara Falls Public Library. Any views expressed on this website are those of the individual posting author only. The Niagara Falls Public Library accepts no liability for the content of this site."

The NFPL cannot guarantee the accuracy of information posted by individuals and links to external content and sites.

By posting content, users agree to these terms and to indemnify the NFPL and its 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 posted content.