

## BETHEL PARK PUBLIC LIBRARY

**POLICY NUMBER:** 121

**TITLE:** Social Media Policy

**DATE ISSUED:** May 2022

### STATEMENT OF PURPOSE

BPPL uses social media in many forms. BPPL staff maintain and edit the content of BPPL social media sites to comply with Library policies. Library social media is intended to create a welcoming online space where library users will find useful and entertaining information and opportunities to interact with staff and other users.

### DEFINITIONS:

Social media is defined as any web application, site, or account used by the library to facilitate the sharing of information about library-related subjects and issues. It includes any facility for online publication and commentary, such as blogs, wikis, and social networking sites.

### STATEMENT OF POLICY

1. BPPL will utilize social media tools to encourage community engagement and to create a dialog between the library and its patrons regarding library services, resources, events and programs, as well as community information.
2. BPPL does not endorse the advertisements promoted on any social media site. These advertisements are displayed by vendors and do not necessarily express the views of BPPL.
3. Social media is monitored and managed by BPPL staff. Comments, posts, and messages by users are allowed as long as they conform to the Library's social media policy. All interactions will be regularly monitored and reviewed for content and relevance. The library reserves the right to refrain from posting user submissions or comments or to remove or edit comments at any time.
4. By commenting on or posting to BPPL-hosted social media sites, users agree to the Library's social media policy. All content posted to sites maintained by the Library is subject to BPPL's Rules of Conduct below. Individuals who violate the Library's social media policy and/or Rules of Conduct may be banned from BPPL's social media sites.

### RULES OF CONDUCT:

- Comments and posts should be Library-related.
- Duplicate posts will be deleted.
- A posted comment is the opinion of the user. Publication of a comment does not imply endorsement or agreement by BPPL.
- The Library will remove posts or comments used for campaigns, political, religious or commercial purposes or for soliciting funds.
- Gratuitous links to sites are viewed as spam and will result in removal.
- Information, intellectual property, logos, trademarks, or photos protected by copyright and trademark laws may only be posted with permission of the owner.