MNG–23

SOCIAL MEDIA AND WEB PRESENCE

Policy Statement:
The Manhattan Public Library uses and participates in various media and social networking software to provide services and information and to build connections with people in the community. The purpose of this policy is to establish guidelines for the use and maintenance of the library's digital presence.

Definition:
Digital presence includes websites or applications that allow users to find and share information. Examples include but are not limited to Facebook, the library's website, blogs and Twitter.

REGULATIONS:

1. The development of digital presence and social media tools must clearly support the library's service roles, goals and objectives, and operation. All social media must be integrated with the library's other established outlets. Development of new digital and social media will be reviewed by the library's Web Evaluation Team and/or Social Media Team. The teams will make recommendations for library administration's approval.

2. The role and utility of social networking sites will be evaluated periodically by staff and may be terminated at any time as deemed appropriate by the library.

3. Public comment and posting to the library's social media outlets is encouraged. The library is not responsible for public comment, and reserves the right to review all comments and postings and delete those that are inconsistent with the content created by the library. The library may block individuals who post comments that fall in the following categories:
   - Obscene, sexist or racist content
   - Harassment of other users or staff
   - Potentially libelous and slanderous statements
   - Plagiarizing or posting copy-righted material without permission or authority
   - Information of a private or personal nature
   - Comments, postings or links not related to the content created by the library staff
   - Comments, postings or links not related to the content created by customers
   - Advertisement and solicitation

4. Social networking records are transitory. Records from third-party sites are not stored by the library. Records are not retained after administrative or reference value has been served.

5. Some social media tools are governed by the terms of a third party service provider. Users should be aware that third party services have their own privacy policies and should proceed accordingly.