

Ashland Public Library Social Media Policy

The Town of Ashland has created social media accounts for various departments to effectively engage residents with accurate, transparent, and insightful dialogue bridging communication between administration and residents. The Town has created these social media accounts as a customer service tool for the dissemination of unbiased, factual information to the public and community stakeholders. Currently, the Ashland Public Library's social media accounts include: [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

Guidelines for the Content of Ashland Public Library Social Media Posts

Ashland Public Library social media posts will:

- Be accurate
- Be respectful
- Reflect the mission and vision of the Library

Photography: to protect the privacy of both the public and staff:

- The Ashland Public Library will get written caregiver permission before posting any identifiable images of children up to the age of 18 on social media or any exterior PR outlets.
- The Ashland Public Library will request verbal permission from those 18 and up before posting any images on social media or any exterior PR outlets.
- The Ashland Public Library will not tag photos or otherwise share identifying information of any patrons appearing in posts or photos.

Ashland Public Library may engage with (follow, comment, like, and share) other social media sites as appropriate. The Ashland Public Library will primarily follow:

- Library-related sites
- Authors and book-related sites
- Town of Ashland sites and community businesses, groups, and public individuals

When interacting with the public, the Ashland Public Library:

- Seeks to promote community engagement and discussion
- Is not responsible for the content of public comments
- Is not obligated to, but reserves the right to delete offensive, abusive, or inappropriate comments
- Will not engage in discussion of a religious, political, or personal nature

- Reserves the right to edit or modify any postings or comments for space or content, while retaining the intent of the original post

When interacting with the Ashland Public Library, the public user:

- Is encouraged to engage in discussion with the Library
- Abides by all library policies when posting to Library social media,
- Should report offensive, abusive, or inappropriate content to the Library for review and possible removal
- May be blocked from commenting on Library social media due to repeated offensive, abusive, or inappropriate comments, at the discretion of the Library Director
- Must follow the library's [Code of Conduct](#) and [Internet Use](#) policies

By choosing to comment or post on the Town of Ashland's social media accounts, user agrees that the Town reserves the right to remove content and/or block them from the page if their posts are deemed inappropriate for any reason, including but not limited to the following:

- Profane or vulgar language or content
- Content that degrades others on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Threatening or harassing postings
- Personal attacks
- False information that causes harm to an individual or organization
- Sexual content or links to sexual content
- Content that reveals private or, personal information without permission
- Inappropriate photographs, including but not limited to: photos involving alcohol, nudity, and scenes of graphic violence.
- Conduct or encouragement of illegal activity
- Information that may compromise the safety or security of the public or public systems
- Copyright, trademark, and intellectual property violations
- As in our [Children's Room Policy](#) posting photos of children in the library is not permitted

If a user violates any of these guidelines, they may have their content removed or be blocked from further participating on the page. If this happens, the user has the right to appeal the decision with the Town Manager's Office which will make a decision in collaboration with the Library Director.

Copyright, Public Records, and Intellectual Property

The Ashland Public Library will respect copyright and public records laws. Any content maintained in Library social media is a public record, including all comments and messages exchanged with the Ashland Public Library. The Library is responsible for responding completely and accurately to any public records request for social media content.

Content created for social media is the property of the Library. The Library's intellectual property may be shared or promoted to other accounts from Library accounts by sharing or liking content as appropriate to each media platform.

Approved Board of Library Trustees 1/11/2022, to be reviewed **yearly** starting January 2023