Kimball Library
Atkinson New Hampshire
Social Media Policy

Purpose
The Kimball Library is committed to providing high quality materials and services which meet the educational, cultural and recreational aspirations of the community in an atmosphere that is welcoming and respectful. To help achieve this goal, the Library utilizes social media to create inviting online spaces where patrons can interact with staff and other users while finding information relating to the library's activities and resources.

Definitions
Online social software is defined as any web application, site or account that facilitates the sharing of opinions and information about library-related subjects and issues. Social software can include, but is not limited to, formats such as blogging, instant messaging, social networking sites, posts to community reviews and patron ratings of library materials via the library's website.

Privacy/Parental Control
The Library does not collect, maintain or otherwise use the personal information stored on any third-party site in any way other than to communicate library-related information to users on that site, unless granted express permission by users for library contact outside of that specific site. Users may remove themselves at any time from the library's social media site(s), or request that the Library remove them. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

Users are encouraged to protect their privacy by not posting personally identifying information such as last name, school, age, phone number or address.

As with more traditional resources and the Internet, the Library does not act in place of, nor in the absence of, a parent or guardian and is not responsible for enforcing any restrictions which a parent or guardian may place upon a minor's use of social software.

Liability and Participation
The Kimball Library assumes no liability regarding any event or interaction that occurs between participants in a library-sponsored social media, and does not endorse content outside of the pages maintained by the Library and posts created by library staff in the course of their employment duties. By posting content, the user agrees to defend, indemnify and hold harmless the Library, its Trustees, employees and volunteers from and against all liabilities, claims, judgments, damages and costs (including attorney fees) incurred by any of them which arise out of or are related to post content.

Commenting
Comments, posts, submissions and messages are welcome on the Kimball Library's social networking sites. While the Library recognizes and respects differences of opinion, all such interactions will be regularly monitored for content and relevancy.

Monitoring/Inappropriate Content/Removal/Appeal
The Library uses social media to form connections with the public by encouraging conversations and the exchange of information online. The library's social media forums are limited public forums. The Library

requires that users stay on topic and abide by the law, and reserves the right to modify or remove any messages or postings it deems, at its sole discretion, to be inappropriate.

All posts which contain any of the following will be removed:
Obscene or racist content
Personal attacks, insults or threatening language
Potentially libelous statements
Plagiarized or copy-written material
Private personal information published without the consent of the individual
Comments unrelated to the Library, its mission or its activities
Hyperlinks to materials that are not directly related to the discussion topic
Commercial promotions or spam
Organized political activity
Photos or other images unrelated to the Library, its mission, its discussion topics or activities

This list is not exhaustive. Notwithstanding the foregoing, the Library is not obligated to take such action, and will not be responsible or liable for content posted by members of the public (see above: liability).

Any member of the public who wishes to contest modification or removal of postings should do so in writing to the Kimball Board of Library Trustees.

Library Social Media Policy—Staff Guidelines
Library employees must be sensitive to the fact that social media and online forums can blur the distinction between an individual's personal and professional identities.

Staff members who maintain personal social networking sites must clearly delineate between material on their personal site and work-related postings. Any comments about work-related issues must bear a disclaimer that they do not represent the organization.* Personal postings which break library policy or guidelines, or state or federal laws may be grounds for disciplinary action, including termination, regardless of whether the post was created during work or personal time. Examples include postings pertaining to privacy (including the confidentiality of patron records), harassment, or comments which cause damage to the library's standing in the community. (This is not an exhaustive list.)

*"The postings on this site are my own and do not necessarily reflect the views of the KIMBALL LIBRARY."

Adopted by the Board of Trustees on Dec 17, 2014; Revised March 17, 2021.