

TRUSTEES' HANDBOOK –POLICIES  
BOXFORD TOWN LIBRARY

Policy on Social Media

In keeping with the Boxford Town Library's Value Statements, "Realizing the value of wider access to information, the Boxford Town Library fosters communication between patrons, other libraries, and other community organizations." The Library participates in various "social media" applications whereby library staff and community members can interact through virtual (Internet) communication. These resources, summarized below, allow all members of the community access to the resources of the Boxford Town Library without mandating a visit to the physical library. The Boxford Town Library regards online social media in the same way as its other information resources in accordance with its mission of serving Boxford's needs for informational, educational, cultural and recreational pursuits. Due to the nature of social media and Internet website advertising, the Library is not responsible for advertisements that may appear on Library computers and will address those advertisements that do not adhere to State or Federal laws.

Social media is defined as any website or application which allows users to share information. Social media can include, but is not limited to, blogging, instant messaging, and social networking sites. 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, YouTube, and various blogging sites like Wordpress. As the Policy on Internet Access in the Library states, "As with library materials, the responsibility for determining what is valuable or appropriate lies with the library patron or, in the case of minors, their parents or guardians." The Library does not act in place of the parent or guardian regarding appropriateness of content.

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 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.

Comments, posts, and messages are welcome on Boxford Town Library social networking sites. While the Boxford Town Library recognizes and respects differences in opinion, all such interactions will be regularly monitored and reviewed for content and relevancy. Postings which contain any of the following will be removed and the contributor may be blocked:

- Obscene, racist, and or phobic content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized or copy-written material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam
- Organized political activity

- Photos or other images that fall in any of the above categories
- Any other content that does not adhere to Library Policy

In addition, the Boxford Town Library Board of Trustees and their designees reserve the right to:

- Turn off commenting on any or all social media posts
- Edit or modify any postings or comments for space or content, while retaining the intent of the original post.
- Reproduce comments, posts, and messages in other public venues. For example, a response to a YouTube book review may be quoted in a newspaper or on the library website.

The Boxford Town Library assumes no liability regarding any event or interaction that takes place by any participant in any Library-sponsored social networking service and does not endorse or review content outside the "pages," or, "posts," created by Boxford Town Library staff. Participation in Boxford Town Library social networking services implies agreement with all Library policies, including its Policy on Social Media and Policy on Internet Access in the Library, and the Terms of Service of each individual third-party service. The role and utility of social networking sites will be evaluated periodically by library staff and may be terminated at any time without notice to subscribers.