Social Media Policy

The Baldwin Public Library (BPL) utilizes various social media applications whereby BPL staff and users can interact through virtual (internet) communication to effectively promote our programs, collections, services, and electronic resources. BPL regards online social media applications in the same way as its other information resources in accordance with its mission of serving our patrons' needs for informational, educational, cultural, and recreational pursuits.

What is Social Media?
Social media is defined as any website or application that allows users to share information. Social media can include, but is not limited to, blogging, instant messaging, social media sites, and wikis. Many social media sites allow users of those sites to become a "friend," "follower," or otherwise associate their own "profiles" or virtual presences with BPL's profile on these sites. Examples of such sites are Twitter, Facebook, Instagram, and blogging platforms like Blogger and WordPress. BPL does not act in place of or in the absence of a parent and is not responsible for enforcing any restrictions that a parent or guardian may place on a minor's use of this resource.

Library Social Media Content
BPL employees will regularly create, post, and share current professional content by using social media. Designated staff members will have access to BPL's social media accounts to manage the following types of content and features:
- Notice of library events, meetings, and programs; notice of community events
- Photographs and videos from the above
- Links to articles, videos about libraries, publishing, books, reading, and other literacy-related content
- Information about library-related services such as databases and electronic services
- Highlights of special collections such as local history or new additions to the collections

Personal Information
BPL 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 BPL contact outside the site. Contact outside the site may include program promotion, volunteer opportunities, reference help, or other similar activities. Users may remove themselves at any time from BPL's "friends" or "followers" lists, or request that BPL remove them. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

Comments, Posts, and Messages
BPL shall be granted the right to reproduce comments, posts, and messages in other public venues. For example, a response to a Facebook post or blog book review may be quoted in a newspaper or on the BPL website. No personal information, other than first name, will be used unless prior approval is granted by the user.

BPL assumes no liability regarding any content provided by any participant in any BPL sponsored social media service, and does not endorse or review content outside the "posts" created by BPL staff.

To participate in BPL social media services, users must agree to abide by all BPL policies, including the Electronic Device, Network, and Internet Use Policy, Social Media Policy, and the Terms of Service of each individual third-party service provider.

The role and utility of social media sites will be evaluated periodically by BPL staff, and may be terminated at any time without notice to subscribers.

Comment Removal Policy
The official BPL social media accounts will serve as a limited public forum that will allow BPL staff to share information about BPL with people who engage with each platform. All library users are welcome to participate, provided they accept the terms of service of the respective social media platforms: copyright violations, obscenity, pornography, defamatory or libelous comments or threats to the library, library staff and other users is prohibited.

BPL is committed to a policy of non-discrimination and free discourse. Users are welcome to participate and comment on our blogs and social media sites, but BPL requests and urges that all participants adhere to the general rules of civility.

All social media interactions will be regularly monitored, reviewed, and approved for content. BPL is requesting and urges all participants to engage in civil communication. Should a patron post materials listed below, the patron will be temporarily blocked and items removed, and will be notified of why they are being blocked. The patron will be afforded an appellate process to challenge the removal and block within 48 hours of the removal and block and appeal to the library director. The patron will have the opportunity to have their postings reinstated as determined by the library director. The following material may be removed from BPL social media sites:
- Advertisements
- Postings which contain obscene matter
- Supreme Court defined "hate" words
- Threats against BPL staff or other users
- Postings that are hateful, threatening, pornographic, that contain graphic or gratuitous violence
- Potentially libelous or defamatory postings

- Postings which contain privileged, proprietary, or confidential information about any person, business, or entity, including, without limitation, patrons, vendors, BPL or BPL partners
- Postings which violate or potentially violate local, state, or federal laws, including, but not limited to, intellectual property and copyright laws
- Postings which discriminate on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed, or ancestry
- Postings which contain sexual harassment, epithets, or slurs
- Postings that support or opposes the nomination or election of a candidate for public office, the investigation, prosecution, or recall of a public official, or the passage of a levy, bond issue, proposal, or other issues on a ballot

Comments and opinions expressed through any BPL social media account are those of the individual contributors, and do not reflect those of the BPL, its officers or employees. Social media users should use their own judgment about the quality and accuracy of any information presented through social media.