Social Media Policy

Library Professional Use of Social Media

Skowhegan Free Public Library will utilize social media tools to encourage community involvement and to create a dialog between the library and its patrons regarding library services, resources, events and programs, and community information.

Library staff should protect patron privacy and confidentiality whenever possible. Social media platforms should not be used to collect information about the library's users. Information shared by patrons on the library's social media should not be kept by the library or used for other purposes.

Public Comments and Posts

Comments and postings from the public are allowed, but will be reviewed by Library staff for content. Appropriate comments and postings must be relevant to the content created by the Library staff. Library staff reserves the right to review all comments and postings and delete comments that are inconsistent comments or postings from postings any further information to the Library's social networking sites. Comments or postings that fall within one of the following categories will be deleted by the Library staff.

1. Obscene, sexist, or racist content
2. Harassing Library staff or other social media users—harassing comments or postings include profane or obscene statements or images, threatening physical harm toward another person, and engaging in behavior with the sole intent of annoying another person.
3. Libelous and slanderous statements
4. Plagiarizing or posting copy-righted material without permission or authority.
5. Private, personal information of another person without appropriate consent or authority
6. Comments, postings, and/or hyperlinks not related to the content created by Library staff
7. Advertisements and solicitation that are prohibited by the Library Board of Trustees
8. Photos or other images that fall in any of the above categories

Employee Personal Use of Social Media

Library employees have the same right to self-expression as other members of the general public when discussing matters of public concern; however, library employees are cautioned that it is important to keep in mind the following best practices when posting content about library-related subjects and/or issues.

1. If you identify yourself as a library employee, make it clear that the views expressed are yours alone, and do not represent the views of the library
2. Do not share confidential or proprietary information, or anything that is still in draft form.
3. Do not make any negative, mocking, condescending, or inappropriate posts about specific patrons, interactions or behaviors.
4. Do not use the Skowhegan Free Public Library logo or graphics in any way that might suggest to others that the library is endorsing your post. Do not post anything that identifies you as a library employee in what appears to be an illegal or immoral act, or in violation of state or federal laws or against library policies, even if it is being done as a joke.
5. You are responsible for what you post online. Before posting you should remember that despite privacy policies, you cannot always be sure who will view, share, or archive your posts.

The Library Board of Trustees reserves the right to alter this document without prior notice.

Approved 10/04/22