AURORA TOWN PUBLIC LIBRARY

Social Media Policy

Purpose
The Aurora Town Public Library (hereafter "The Library"), a member of the Buffalo & Erie County Public Library System, endeavors to target programming and other public services to community needs and to promote public awareness of library activities, services and needs. In order to help achieve these goals, the Library uses social media tools, such as Facebook, to foster communication with library users and community members and publicize library news, events, programs and services.

Definition
Social media is any website or application which allows users to generate and share content including, but not limited to, Facebook, Twitter, Pinterest and Flickr.

Administration
The Aurora Town Public Library Director assumes overall responsibility for page content and management. The Director may designate additional staff members as page managers.

The Aurora Town Public Library provides administrative access to the Development & Communications Office of the Central Library. This access will only be used if inappropriate content is identified on the site and the local level administrator(s) is/are not available to immediately remove the posting.

Disclaimers
By posting on the Library's social media sites, you give the Library permission to use your name, profile picture, and the content of any posting you make without compensation to you or liability on the part of the Library. This permission ends when you delete your posting.

The Library is not responsible or liable for the content of postings by third parties on any Library sponsored social media site, and postings do not reflect the opinions or positions of the Library, its employees, or its Board of Trustees.

The Library assumes no liability regarding any event or interaction which may arise out of posted 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. The Library will not give or trade this information to any third party vendors.

The Library will not disclose a user's name or personal information unless required by law. Users should be aware that third party websites may have their own policies, including privacy policies, and should proceed accordingly.

Regulations on Postings

User comments or feedback posted on a library social networking site is welcomed. Such postings will be monitored regularly by library staff for content and relevancy. Any postings containing inappropriate content or those which are not relevant to the content posted by the Library will be removed. The Library reserves the right to block users who have posted in violation of this policy.

Examples of inappropriate content:
- anything which violates or potentially violates local, state, or federal laws, including, without limitation, intellectual property and copyright laws
- obscene, offensive or violent words or images
- personal attacks or insults
- threatening, libelous or defamatory language
- unlawful harassment, which includes any unwelcome conduct, whether verbal or visual, that is based upon a person's gender, race, color, national origin, ancestry, religion, creed, physical or mental disability, marital status, age, sexual orientation, military status, genetic predisposition, or domestic violence victim status, or any other basis protected by federal, state or local law
- sexual harassment, including, without limitation, epithets, slurs, negative stereotyping, sexual rumors that show hostility toward individuals based on gender, derogatory comments about individuals' body or appearance, unwelcome sexual compliments, innuendos, suggestions or jokes.
- posting which discriminates on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed, or ancestry
- falsification of identity
- organized political activity
- commercial messages, advertisements, comments or spam
- private or personal information
- cyber stalking is strictly prohibited and may include excessive messages to a single staff member or library patron and/or seeking out another's personal information using a Library social media site