



Social Media Policy

The James Blackstone Memorial Library uses social media in different forms. Social media is defined as any web application, site, or account created and maintained by the James Blackstone Memorial Library. These include, but are not limited to, social networking sites such as Facebook, Instagram, Pinterest and Twitter.

Social media is used to connect with library users and the wider Branford community. The Library considers information and interactions generated on social media channels to be equal to other information resources at the library.

The primary purpose of social media at the James Blackstone Memorial Library is to disseminate information and promote the Library's services and resources. This may include, and is not limited to, promotion of programs and events, readers' advisory initiatives, general library news, projects, volunteer opportunities, and ongoing activities to all members of the Branford community. Social media is also used occasionally to share news from Branford organizations which library staff believe meet the needs and interests of its social network audience, in order to contribute toward the building of partnerships with local organizations. The James Blackstone Memorial Library's social media accounts are managed by library staff and monitored by the Library Director. The James Blackstone Memorial Library welcomes the comments, posts, and messages of the community and recognizes and respects differences in opinion.

By choosing to comment or post on the James Blackstone Memorial Library's social media accounts, users agree that the Library reserves the right to remove/block content that it believes contain the following:

- Profane or vulgar language or content;
- Content that degrades others on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Threatening or harassing postings;
- Personal attacks against other public users of James Blackstone Memorial Library's social media;
- False information that could cause harm to an individual or organization;
- Inappropriate sexual content or links to inappropriate sexual content;
- Content that reveals private, personal information without permission (doxing);
- Inappropriate photographs, including but not limited to: photos involving alcohol, nudity, and scenes of graphic violence;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Copyright, trademark, and intellectual property violations;

- Solicitations for commerce or fundraising.

Posts which violate these guidelines will be removed and their user(s) may be blocked from further participation on James Blackstone Memorial Library's social media. In addition, the Library in its discretion may close comments at any time.

Content posted by social media users is at the sole discretion of the user and does not reflect the official views or policies of the James Blackstone Memorial Library. The Library is not responsible for, or liable for, any content posted by any participant in a Library social media forum who is not a member of the Library's staff.

Appeal Process

Participants of James Blackstone Memorial Library's social media who have had their content deleted or who have been blocked may appeal to the Library Director by submitting a written explanation as to why the content in question does not violate the Library's social media policy.

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Upon receipt, the Library Director will review the appeal and provide a response within 5 business days.

If the appeal is granted, the participant will be permitted to repost the deleted content.

Adopted by the Board of Trustees February 5, 2020