

SOCIAL MEDIA POLICY FOR THE HELLERTOWN AREA LIBRARY

The Hellertown Area Library uses social media to increase awareness of and accessibility to its programs, resources, and services in order to serve its mission of promoting life-long learning by providing free and equal access to quality resources and collections. The purpose of this policy is to address the use of social media activities including but not limited to blogs, social networks, online communications, online catalogs, and websites by the Hellertown Area Library and its employees, Board of Trustees, volunteers, and patrons.

Social Media Objective

The social media outlets supported by the Hellertown Area Library are intended to assist in fulfilling our mission. Social media is broadly defined as any web application, site or account created and maintained by the library which allows users to share or obtain information.

The content of our social media will be created by Hellertown Area Library staff. Much of the content will relate to libraries, books and other library related materials; as well as to library programs, events, photos and/or images, or special topics that the library is discussing or promoting. Positive interaction with community members will be promoted on our social media to foster an atmosphere of education and learning.

These guidelines are created to supplement, not replace, existing library policies.

General Policy

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 permission is granted by users.

Comments and postings from the public are allowed but will be reviewed by library staff for content appropriateness. Library staff reserves the right to review all comments and postings and delete comments that are inconsistent with the content created by the library staff. Staff may block the person who posts inconsistent comments or other material from posting any further information to the library's social media sites. Comments or postings that fall within any of the following categories will be deleted by library staff and/or then a ban on posting by an individual who runs afoul of these guidelines:

- Obscene, sexist, homophobic, racist, or otherwise bigoted content.
- Harassing comments or postings against library staff, Board of Directors, volunteers, or other social media users. Harassing comments or postings that include profane or obscene statements or images, threatening physical harm toward another person, and engaging in behavior with the sole intent of harassing another person.
- Libelous statements.
- Plagiarizing or posting copy-righted material without permission or authority from the copyright holder, upon request of the copyright holder.

Hellertown Area Library, Social Media Policy 2025

Adapted from Lancaster Public Library

- Private, personal information of another person without appropriate consent or authority. Comments, postings, and/or hyperlinks not related to the content created by the library staff.
- Advertisement and solicitations not expressly permitted by the library.
- Photos, videos or other images that fall in any of the above categories

The library recommends against posting personal information to our social media platforms and is not responsible for personal information patrons post about themselves.

Any personal information, photos or other media posted about persons under the age of 18 will be removed from our social media platforms. An exception is made for photos of library events posted by library staff where parental permission was given.

Any social media user who has been banned or had a message/content deleted may appeal this decision, in writing or email, to the Library's Director. The Director may affirm or reverse staff's decision within 30 days of receiving the written appeal.

A staff member will be designated to monitor and maintain all library social media for content, structure, and updates.