

Social Media Policy

Purpose

Social media provides a valuable and timely way for the Ocean City Free Public Library to disseminate information about and promote library news, events, programs, projects and services, resources, and community information. It also serves to inspire conversation and expand the Library's connection with the Ocean City community.

The Ocean City Free Public Library regards Social Media as equally important as any other venue for the dissemination of library information. The Library does not consider social media to be a traditional public forum for the general exchange of ideas and viewpoints, but a limited public forum for discussing Library programs, events and materials. The Library does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on social media accounts.

The Ocean City Free Public Library does not endorse the advertisements promoted on any social media site. These advertisements are displayed by vendors and do not express the Ocean City Free Public Library's views or positions.

Definition of social media

Social media is defined as any web application, site, or account created, maintained, and/or used by the Ocean City Free Public Library that supports the Ocean City Free Public Library social media purpose statement.

Social Media refers to community created content sites such as blogs, Facebook, Instagram, YouTube, social networks, Pinterest, Twitter and other content sharing sites. It includes:

- material created by the library and maintained by library staff
- material created by library staff on sites hosted and created by the library
- material created on other social media sites when acting as a library employee

Library social media offerings are intended to create a welcoming and inviting online space where library users will find useful and entertaining information. In some forums, users may be able to interact with library staff and other library users.

Usage rules

The Ocean City Free Public Library welcomes the comments, posts, and messages of the community and recognizes and respects differences in opinion. However, this page is not a public forum and is monitored and managed by Ocean City Free Public Library staff. Comments, posts, and messages are allowed on the Library's social networking sites as long as they conform to the Library's social media policy. All comments, posts, and messages will be periodically reviewed and the Ocean City Free Public Library reserves the right to, but is not required to, remove any comment, post, or message that it deems inappropriate or off-topic. The Ocean City Free Public 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.

When interacting with the public, the Library:

- Seeks to promote community engagement and discussion
- Is not responsible for the content of public comments
- Is not obligated to, but reserves the right to delete offensive, abusive, or inappropriate comments
- Will not engage in discussion of a religious, political, or personal nature
- Reserves the right to edit or modify any postings or comments for space or content, while retaining the intent of the original post

Users should have no expectation of privacy in postings on Library sponsored social media sites; by using such sites, you consent to the Library's right to access, monitor, and read any postings on those sites. Users must understand that social media is permanent, retrievable, and public. Messages can potentially be read by anyone once posted, regardless of status on friends, follower, or subscriber list. The Library recommends that users do not post their personal information or contact information on social media sites. By posting on the library's social media site, the user gives the OCFPL permission to use or reference the content of any posting he/she makes without compensation or liability on the part of the library.

When interacting with the Library, the public user:

- Is encouraged to engage in discussion with the library
- In posting to Library social media, shall abide by all library policies
- Should report offensive, abusive, or inappropriate content to the library, for review and possible removal

- Should follow the library's Rules of Behavior and Internet Use policies
- May be blocked from commenting on Library social media due to repeated offensive, abusive, or inappropriate comments, at the discretion of Library Director.

Content containing any of the following will be removed immediately upon discovery from any Ocean City Free Public Library social media forum:

- Obscene content, hate speech, sexual content or links to sexual content
- Personal attacks, insults, or threatening language
- Private or personal information, including phone numbers and addresses, or requests for personal information
- Potentially libelous statements
- Falsification of identity
- Plagiarized material
- Comments, links, or information unrelated to the purpose of the forum
- Spam or other commercial, political, or religious messages unrelated to the Library or its social media postings
- Solicitation of funds
- Any images, links, or other content that falls into the above categories
- The Library reserves the right to ban or block users who have posted in violation of this policy.

In addition, users are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate Federal and State Law.

The Library reserves the right to reproduce comments, posts and messages in other public venues; such reproduction may be edited for space or content while retaining the original intent of the post.

The Ocean City Free Public Library assumes no liability regarding any event or interaction that takes place by any participant in any Library-sponsored social media service, and does not endorse or review content outside the “pages” created by the Library. Participation in the Library’s social media services implies agreement with all Library policies and the Terms of Service of each individual third-party service. If a user does not agree to these terms, they are not to use the services provided.

The Library asks that individual user complaints be addressed directly to the Library Administration so they can be addressed quickly and specifically. Social Media is not the mechanism used by the Library to document or address Library user problems and concerns, or influence Library policy, procedures, or programs. Complaints and negative posts may be deleted if they are harassing, obscene, personally name staff members or meet the other criteria in this policy. The library will inform the individual by direct message explaining why the post was deleted.

Copyright, Public Records, and Intellectual Property

Users are responsible for compliance with all State and Federal laws including, but not limited to Federal copyright laws when they post any content on social media. If the Library is notified of a posting that violates copyright laws, that posting will be removed immediately.

Library social media sites are subject to applicable public records laws. Any content maintained in Library social media is a public record, including all comments and messages exchanged with the Ocean City Free Public Library. The Library is responsible for responding completely and accurately to any public records request for social media content.

Content created for social media is the property of the Library. The Library’s intellectual property may be shared or promoted to other accounts from Library accounts by sharing or liking content as appropriate to each media platform.