Social media policy

This policy governs the publication of, and commentary on, official Kingston Public Library Social Media. The Library offers social software tools such as blogs, ratings, reviews, and comments for educational, cultural, and recreational purposes. "Social Media" refers to community created content sites including:

- 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

The 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. Kingston Public Library does not endorse the advertisements promoted on any social media site. These advertisements are displayed by vendors and do not express Kingston Public Library's views or positions. Library social software is intended to create a welcoming and inviting online space where library users will find useful and entertaining information and can interact with library staff and other library users.

Public Comments and Posts

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. 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 interactions will be regularly monitored and reviewed for content and relevancy. The Library reserves the right to refrain from posting user submissions or comments, or to remove or edit them at any time. All content posted to sites maintained by the Library is subject to KPL's Code of Conduct. Stay on topic. Comments and posts should be library related.

- Duplicate posts from the same individual will be deleted.
- Don't include personal information about yourself or others.
- The Library is not responsible for user-generated content. A posted comment is the opinion of the user only, and publication of a comment does not imply endorsement or agreement by Kingston Public Library.
- Spam and commercial content will be removed. The Library will remove posts or comments used for campaigns, political, religious or commercial purposes, or for soliciting funds.
- Individuals should not post anything that they do not have the right to post. The Library follows a notice-and-takedown procedure for complaints of copyright violation under the Digital Millennium Copyright Act.

- Posts containing offensive, obscene, threatening or abusive language, or hate speech are strictly prohibited and will be deleted. Individuals are fully responsible for libelous or defamatory comments.
- No harassing, stalking, abusive or unlawful behavior will be tolerated.
- Users may report concerns. Administrators will respond to those concerns as soon as possible.
- By submitting content to KPL's social media sites, you are granting permission for KPL to use your name, photo and any content contained within the post without compensation to you or liability on the part of KPL. This permission ends when you remove your post, or submit a written request for KPL to delete your post.
- By choosing to comment on KPL Social Media sites, public users agree to these terms:
  - Comments are moderated by KPL staff, and KPL has the sole discretion to not post or to remove comments that are unlawful or off topic.
  - Persons who repeatedly violate these terms may be barred from further postings.
  - The library does not collect, maintain or otherwise use the personal information stored on any third party social media site in any way other than to communicate with users on that site.

Staff procedures

When staff uses social media, behavior and content is not only a reflection of the staff member, but also of the Library. This policy complements, rather than overrides, any existing requirements that staff act professionally, respectfully and honestly.

- Social Media accounts are only created by the Director. The names of pages or accounts should not be changed and should clearly represent KPL.
- Decisions regarding new social media outlets are made by the Director.
- All content is reviewed and is subject to being edited or deleted by the Director.
- Where possible, each social media page should clearly indicate that it is maintained by KPL and should have KPL contact information prominently displayed.
- Where possible, each social media page/profile should include an introductory statement about the page/profile.
- Where possible, social media pages should link to KPL's official website and this social media policy.
- Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies. Content is subject to public records laws.
- Content shall be managed, stored, and retrieved to comply with open records laws and e-discovery laws and policies.

Release form
Children and adults visiting the Kingston Public Library, participating in programs and using our resources, may be photographed by newspaper or television reporters/photographers, library staff members and/or volunteers involved with the

library. These photographs and videos may appear without compensation on the Kingston Public Library website, in publications, on social media pages, in the newspaper and other printed or electronic materials related to the role and function of the Kingston Public Library. Parents and guardians need to sign permission forms for children younger than eighteen.

Procedures:
- Taking photographs of customers is encouraged and puts the library at no legal liability.
- No permission is needed to take photos of crowds using the library or attending programs.
- If photographing one adult or a small group (three people or fewer), ask first if they mind having their photo taken. Have the Media Release Form signed. Let the customers know the photograph may be used in future library publications, on the library website or in the local newspapers.
- If photographing one child or a small group (three children or fewer), get parental consent before taking the photo. Have the Media Release Form signed by the parent/guardian. Let the parent or guardian know photograph may be used in future library publications, on the library website or in the local newspapers.

When new programs begin, ask participants to sign the form or incorporate it into a standard registration form for activities and events.

For group photos, in lieu of photo release forms, programmers will need to announce at the beginning of each program that **"the library may photograph or videotape you for library promotional purposes. Notify library staff if you do not want to be photographed."**

However, if you zoom in for a close-up on one particular person in a large group, you will still need to get a Media Release Form signed from that person.