

Bridgton Public Library

SOCIAL MEDIA POLICY

1. **Scope.** This policy establishes guidelines for public and staff use of Bridgton Public Library social media sites as a means of engagement and promoting Library events and services. The Library's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but a limited forum for discussion of Library-related information.
 - a. Social media includes sites such as Facebook, Instagram, YouTube, and others.
 - b. The Bridgton Public Library provides accurate and timely information, communicated in a professional manner and in accordance with the laws regarding public access.
 - c. The Bridgton Public Library communicates to the public via a website (www.bridgtonlibrary.org). The website is the primary Internet presence and is the primary online interface of Bridgton Public Library.
 - d. The best, most appropriate professional uses of social media generally fall into two categories:
 1. To disseminate time-sensitive material quickly, and/or
 2. To enhance the Bridgton Public Library's ability to put its messages before the widest audience possible.
 - e. Social media sites will be established as business/nonprofit posting pages with limits and controls for outside posts.
 - f. Staff is responsible for communicating basic and routine information to the public in relation to their specific job duties using the Bridgton Public Library social media accounts.
 - g. Requests for private data or information outside the scope of a general reference request should be referred to the Library Director. We abide by confidentiality and privacy laws regarding personally identifiable information.
2. **Public Terms of Use.**
 - a. Bridgton Public Library has no affiliation with any advertisements or other material posted by third party sites or software.
 - b. By choosing to comment on Bridgton Public Library sites, public users agree to these terms:
 - i. Comments are moderated by Bridgton Public Library staff.
 - ii. The Library reserves the right to not post, or to remove, comments that are unlawful or unrelated to the original post.
 - iii. Comments that will be removed or hidden include:
 1. Plagiarized material
 2. Copyright violations
 3. Commercial material
 4. Spam
 5. Comments in support of, or in opposition to, any political campaigns or ballot measures
 6. Duplicate posts/comments from the same individual.
 7. Comments containing sexually explicit language or images
 8. Obscene, illegal, sexually harassing, threatening, racist, or abusive speech
 9. Conduct in violation of any federal, state, or local law
 10. Encouragement of illegal activity
 11. Persons who violate these terms may be blocked from further posts/comments

- c. Commenters should not include personally identifiable information, including but not limited to: last name, school age, phone number, address, or library card number. Comments containing such information will be removed.
- d. By posting on the Library's social media sites, users give the Library permission to use their name, profile picture, and the content of any posting without compensation to the user or liability on the part of the Library. This permission ends when the content is deleted.
- e. We advise all patrons using services on our website and social media sites to limit the amount of personal information they provide. We do not ask for more personal information than is necessary.
- f. Please be advised that each social media platform additionally has its own minimum age of use requirements, which should be carefully reviewed and adhered to.
- g. The social media content of a public library may be subject to an open records, or Freedom of Access Act, request.
- h. All posts that are hidden for any reason whatsoever shall be securely retained in accordance with the Library's retention schedule.

3. Administration.

- a. All Bridgton Public Library social media sites are subject to administrative oversight by the Library Director or their designee.
- b. Library social media sites should make clear that they are maintained by Bridgton Public Library and that they follow the Library's Social Media Policy.
- c. Wherever possible, Library social media sites should link back to the website (<https://bridgtonlibrary.org>) for forms, documents, online services, and other information necessary to conduct business with Bridgton Public Library.
- d. The Library reserves the right to ask that any content that is deemed in violation of the Social Media Policy or any applicable law be removed.
- e. Library staff should protect patron privacy and confidentiality whenever possible. However, the Library cannot guarantee the privacy of any library user who posts or comments on social media sites.
- f. The Library will not collect, sell, or knowingly transfer to any third party any personally identifiable information related to social media engagement with the Library.
- g. Each social media platform has its own privacy policies, which should be carefully reviewed and adhered to by the individual user.
- h. Responsibility for social media content engaged with by children and adolescents rests with the minor's legal guardian(s).

4. Violations and Appeals.

- a. The Library reserves the right to deny access to Library social media sites for any individual who violates the Library's Social Media Policy, at any time and without prior notice.
- b. The Library reserves the right to hide posts or comments that are in violation of this policy.
- c. To the extent the Library has sufficient contact information, the Library will contact users that have been blocked to explain the issue and notify the person of the action.
- d. Any person who has been blocked or whose post or comment has been removed has the right to appeal that decision.
- e. Participants of Library social media who would like to appeal for changes to the Social Media Policy, who have had their content removed, or who have been prohibited from participating on a Library social media page may submit a Concern Form. We will attempt to address your concern quickly and fairly. If this cannot be resolved with the Library Director, it will be forwarded to the Personnel Liaison of the Board of Trustees and resolved within (10) business days.

Reference: Confidentiality Policy

Reference: Code of Ethics

Reference: Concern Form

Approved by the Board of Trustees: 4/15/2025