

Cranbury Public Library

Public Internet Communications Policy

Introduction

The Cranbury Public Library has established and utilizes various types of public internet communications to support the mission of the Library. The Library supports and encourages staff at all levels to engage in the use of public internet communications using accounts established by the Library. This policy is designed to govern such communications across library accounts.

For the purposes of this policy, the following activities can be defined as within the purview of public internet communications:

- Any form of blogging and/or management of content on the Library's website
- Contribution and/or management of content on social networking sites (such as Facebook or Twitter) using the Library's established social media accounts
- Contribution of content, on behalf the library, to online public forums
- Contribution and/or management of content to audio or video sharing sites (such as YouTube)
- Communications transmitted using online instant messaging and "chat" tools in a capacity representing the Library.

Related Policies

The Library has in place several policies that may, at times, overlap with this policy. The Public Internet Communications Policy is designed to supplement, and not supersede, these related policies. These policies include:

- Internet Use Policy
- Personnel Policy : Library Equipment and Materials
- Personnel Policy : Library Documents and Personnel Records
- Personnel Policy : Compliances
- Personnel Policy : Staff Compliance

Scope of Content

Content created and/or edited by employees using Cranbury Public Library generated websites and social media accounts should support the goals and mission of the Library. Subject matter for this content should serve to promote the library's collections, services, and programs or provide information to the public about relevant topics of interest. Content may be created and disseminated in the form of text, hyperlinks, images and video that would be deemed non-offensive in accordance with the Library's Internet Use Policy.

Public Content Using Library Social Media Accounts and Websites

Library social media accounts and websites provide a way for the library to share information and content with the public in a way that invites electronic conversation between the Library and library patrons. Information and content created and published on library accounts and websites is considered intellectual property that is owned by the Library, in accordance with similar electronic communication covered in the Personnel Policy: Library Documents and Personnel Records. The Library shall retain the right to full editorial control over content submitted by staff and/or members of the public that are posted to library social media accounts and websites.

Staff participating in the creation and publication of content to Library website(s) and/or social media accounts should adhere to the following guidelines in the creation of content:

- Use your real name (for social media accounts) or user account (for website content) when creating and publishing content.
- Be courteous, positive and respectful.
- Maintain accuracy with information that you submit on behalf of the library, which should include links or citations for information gleaned from other resources.
- Uphold patron privacy guidelines in accordance with our Personnel Policy: Library Documents and Personnel Records.
- Be aware that when using library accounts to create or post content to public sites, that you are acting as an agent of the library and as such should maintain the highest standards of professionalism in that capacity.

Policy Compliance

The Library will regularly review content created and posted to our website(s) and social media accounts by both staff and the public. The Systems Administrator and Library Director retain the right and privilege to delete any content he/she feels violates library policies as previously referenced, or does not comport with the mission and goals of the Library.

Any content that violates our Internet Use Policy, which covers patron usage of library computers, will be removed by the Systems Administrator or Director, in its entirety and not edited for content in anyway.

Under no circumstances will Library employees, other than the Director or Systems Administrator, make any attempt to alter, redact, edit or delete content that has been posted to Library public internet communications accounts. Content that may be

identified as violating this policy should be reported to the Director or Systems Administrator for review.

The Library would identify the following content as being a violation of this policy and eligible for removal from our website/social network(s):

- Contains copyrighted materials posted without permission of the copyright holder (including text, image, audiovisual, and digital content).
- That takes the form of a verbal attack including harassment or language of a sexual or threatening nature.
- Statements that are considered libelous.
- Private and/or personal (confidential) information that has been published without the consent of the party to whom that information pertains.
- Commercial promotions, solicitations, and spam.
- Content that would be in violation of any stipulations of the Rules of Internet Use set forth in the Internet Use Policy.

Policy Enforcement

The Library retains the right to block members of the public from posting content to Library social media accounts and websites who have violated the terms of this policy on more than three (3) occasions. Any dispute with a member of the public being blocked from posting content to Library social media accounts and websites can seek an appeal of this decision with the Library Director.

The Library will make every attempt to contact members of the public who have had their content removed for any reasons to notify them of the content being removed, as well as why the Library has deemed this removal necessary. The Library will also inform the individual of the Public Communications Policy with reference to the consequences for repeated violations.