



SOCIAL MEDIA POLICY

Purpose

The purpose of the social media policy is to ensure effective promotion of library services, resources, and events to the public, and to ensure a high standard of customer service on social media.

Ridgewood Public Library Social Media Accounts

Establishment and administration of social media accounts: The Ridgewood Public Library may establish social media accounts with the permission of the library director. For the purposes of this policy, "social media" refers to any online or mobile platform open to the public, including but not limited to Facebook, Twitter, Instagram, Snapchat, Yelp, LinkedIn, Tumblr, etc.

The department head may assign an employee or employees to manage social media accounts. The library may require a member of library management or IT to be added as account administrator in order to ensure continuity of access.

Content of posts: Posts should inform library users about services, resources, programs, events, promote library use, and encourage dialogue between users and library representatives. Social media posts, as with all library media releases, should be positive in tone and should reflect the values and viewpoint of the library rather than personal opinions

Third-party posts: The library is not responsible for the content of posts made by third parties, including customers, reviewers, advertisers, etc. Public posts by third parties do not reflect the positions of the library, its employees, or the Village of Ridgewood.

The library reserves the right to delete public posts or comments if they include spam or advertisements, hateful or harassing speech, obscenity, personal

disparagement or defamation, or any other comment that violates the library's code of conduct.

Complaints or negative comments shall not be deleted, unless they violate the standards described above. Staff may move the discussion to a private venue such as chat or messaging.

Approved by the Ridgewood Library Board of Trustees July 27, 2021