

Social Media and Communications Policy

In order to provide free, open, and convenient access to our community, and to promote awareness of, and active participation in library services and programs, Red Hook Public Library participates in social media public forums, and other public-facing electronic communications.

Social media and communications addressed by this policy include any web application, website, or account created and maintained by Red Hook Public Library or other organizations which facilitate an environment for Library staff and Library users to share information about Library related subjects and issues. Examples include the Library's website, newsletter, social media, web conferencing accounts, online forums, event sharing promotional websites, etc.

Content Moderation

Red Hook Public Library is not responsible for content posted by any non-staff user in any forum and comments on RHPL social media forums do not represent the views of the Library.

Public comments are moderated by Library staff, designated by the Director. These staff members reserve the right to remove any comments that are unlawful, inappropriate, harmful to others, or off-topic for the Library community. Abusive behavior will not be tolerated.

Comments containing the following content will be removed by Library staff:

- Abusive language or hate speech
- Defamatory comments
- Obscene, sexually explicit, or racist comments
- Personal attacks, insults or threatening language
- Private, personal information published without consent
- Off topic comments or links
- Commercial promotions or spam
- Organized political activity
- Copyright, trademark right, or other intellectual property rights violations, plagiarized content, etc.
- Comments unrelated to the topic of the forum

Red Hook Public Library is not obligated to take any such actions and will not be responsible or liable for content posted by any subscriber in any forum, message board or other area within the service.

The Library strongly advises all who engage with its social communications to be mindful that content is publicly accessible. It is the responsibility of individuals who interact with Library social forums and communications to protect their own privacy. Those who post personal information (such as name, address, phone number, age, school), do so at their own risk.

Reservation of Rights

Red Hook Public Library reserves the right to republish comments posted in our social media accounts to our library Web site, newsletter, or other material.

By posting content, the user agrees to indemnify Red Hook Public Library and its officers and employees from and against all liabilities, judgments, damages and costs (including attorney's fees) incurred by any of them which arise out of or are related to the content that you post.

Staff Representation of Library on Social Media

Staff email communications are addressed separately in the Library's Personnel Policy. The Library does not monitor or police the personal use of private social media by its employees.

Staff designated by the Director will be empowered to use social media on behalf of the Library using Library accounts. Confidentiality of patron information will be strictly upheld. The same standards of service that apply to employees in regards to behavior in the Library apply when they use social media on behalf of the Library.

Suspension of Services

By choosing to comment in one of the social media forums, you agree to the guidelines set forth by Red Hook Public Library. If you do not agree to these terms, do not engage with Library social software platforms.

The Library reserves the right to terminate services on any and all platforms to anyone who, in the opinion of the Library, has engaged with the Library's social communications irresponsibly, unlawfully or in violation of the policy explained above.

**Approved by the Board of Trustees:
April 15, 2021**