

Social Media Management Policy

I. Purpose and Goals

This policy covers the management and operation of all accounts set up with outside sources that are involved with social media connections between the Newton Free Library and its users. This includes blogs, social media sites like Facebook, Twitter and Pinterest, and any other services originating outside the City of Newton's government that facilitates communication to and interaction with library users.

Social media is a powerful tool that can be used to increase effective lines of communication between the Library and its users. The primary goal of this policy is to harness the usefulness of social media in order to increase responsiveness and accountability, benefiting all custodians of the media. A Custodian is defined as a Library staff member who is assigned to populate, manage and monitor a particular social media outlet.

II. Departmental Management Requirements and Approvals

In order to establish a sanctioned social media account on behalf of the Newton Free Library, the prospective custodian must first submit a request in writing to their Department Head who will review it and if approved, forward to the Library Director for final approval. The request should detail what the prospective audience will be, how the prospective social media tool fills a need not met by others, and the expected needs for management of the tool.

Once approved, the proposed custodian will be required to set up the account with a Library or City email address to be linked to the account, and provide this along with the password for the account to the Library staffmember chiefly responsible for Information Technology. All information will be kept on file by the Library IT personnel and the social media account may be accessed at any time by Library IT or administrative staff.

All Newton Free Library social media accounts are the property of the Newton Free Library.

III. Administrative Requirements

Any social media account must be set up using a Newton Free Library (including minlib.net) or City of Newton email address as the recovery email.

A strong password is required and must be filed with the Library IT Department.

The IT Department or Library Director reserves the right and ability to change any password at any time at its discretion.

Passwords and login information should not be shared with anyone without prior approval of the Department Head, with the exception of IT for archiving, messaging backup and coverage.

If, for any reason, the custodian of any social media account under this policy ceases to be employed by the Library, the IT Department will change the password for such account.

Terms of service and permissions for the individual social media sites will be followed.

Custodians are subject to all state and local statutes, regulations and ordinances.

Custodians are subject to the requirements of all Library and City policies, including but not limited to the Telecommunications and Harassment Policies.

Custodians shall not post or release proprietary, confidential, sensitive, or personally identifiable information.

Custodians shall follow all departmental and administrative requirements.

IV. Archive Requirements:

Under the Public Records law, all communications made or received by a government employee or entity is a public record and subject to disclosure. This includes all communications made via social media.

All social media accounts must be archived to the fullest extent possible, given any limitations related to the particular form of social media.

V. Content

All content must comply with the Telecommunications and Harassment Policies of the City. Postings will consist of factual information that has been verified. Opinions of the Custodian are not permitted, although judgements and evaluations based upon professional knowledge are. Links to credible sources may be provided if available and relevant.

Social Media may not be used to post complaints an employee may have concerning the workplace. Any such complaints should be directed through the proper and appropriate channels.

Custodians must be aware of and familiar with content that is retweeted, reposted or linked in any way from Library Social Media sites.

Custodians are prohibited from posting any of the following to a Newton Free Library or City of Newton social media account:

- Profane, obscene, violent or pornographic language or content;

- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, sex, gender, marital or family status, military status, status with regard to source of income, national origin, physical or mental disability or sexual orientation;

- Defamatory or personal attacks;

- Threats to any person or organization;

- Content in support of, or opposition to, any political campaigns or ballot measures;

- Solicitations of commerce, including but not limited to the advertising for any business or of any product or service for sale not specifically related to any agreement for sponsorship between that business and the Newton Free Library;

- Conduct in violation of any federal, state or local law, rule or regulation;

- Conduct or encouragement of illegal activity;

- Information that may compromise the safety or security of the public or public systems;

- Content that violates a legal ownership interest of any other party (such as, but not limited to, copyright);

- Content not related to the original topic or to the business of the City, including random or unintelligible comments;

- Links to any of the above prohibited content; or

- Any other content deemed inappropriate by the Library.

This policy supplements and supplants the City of Newton's Social Media Policy as it applies to the operations of the Newton Free Library under the Policy Direction of the Board of Library Trustees per Newton City Ordinances 16-1