



MANCHESTER CITY LIBRARY POLICY MANUAL

III. A.4 Public Social Media Comment Posting Policy

Manchester City Library offers social media tools for educational, cultural, civic and recreational purposes. MCL social media tools provide a limited (or designated) public forum to facilitate the sharing of ideas, opinions and information about library-related subjects and issues. The library's social media is intended to create a welcoming and inviting online space where members will find useful and entertaining information and can interact with library staff and other library users. Comments are moderated by library staff and the library reserves the right to remove comments that are unlawful, off topic, or fail to abide by the guidelines stated herein.

Staff who contribute or moderate social websites on behalf of the library must follow specific rules to maintain the reputation of the library as well as to protect the First Amendment rights of citizens.

Definition of Social media for the Library

Social media is defined as any web application, site or account that facilitates the sharing of opinions and information about library related subjects and issues. It includes, but is not limited to, such formats as blogs, listservs, websites, social network pages or posts (e.g. Facebook, Flickr, Twitter, Live Journal, etc.)

General Information

The Manchester City Library social media pages have been created to facilitate the sharing of ideas, opinions, and information about the Library and library-related subjects and issues.

The Library respects and encourages differences in opinion; however, all posts and comments will be monitored for content and relevancy. Any post or comment that contains or commits any of the following content or actions may be removed:

- Defames, abuses, harasses, stalks, threatens or otherwise violates the legal rights (such as rights of privacy) of others
- Is of a profane, defamatory, infringing, obscene, indecent, racist, sexist, or unlawful nature, or is deemed inappropriate by library staff
- Violates any applicable laws or regulations

- Violates the copyright, trademark right or other intellectual property right of any third party
- Advertises or offers to sell or buy any goods or services for any business purpose
- Represents organized political activity
- Hyperlinks to websites that are not directly related to the current discussion topic
- Is unrelated to the library, its mission, its activities, or the current discussion topic; this includes photos or other images
- Contains viruses or programs that may damage the operation of another's computer.

Neither the Manchester City Library nor the City of Manchester is obligated to take any action, and will not be responsible or liable for content posted by any visitor to its website or affiliated social media sites.

The final decision to remove a post lies with the library director. Members of the public who wish to question the decision may do so by contacting the library director in writing.

III. A. 5 Social Media Policy

POLICY

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Library Staff Responsibilities

It is expected that all content on library sponsored social media (or done by library staff on library work time on community software) will be professionally presented. Writers and content contributors should check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors, and check spelling and grammar before making a post live.

Writers are expected to put a “best foot forward” on the library activities they discuss online. When library staff members speak or write on the job, online or elsewhere, they are speaking for the library, and the content they provide should present the library positively. Library administration reserves the right to review content before it is posted and to modify, remove or prohibit any messages or postings that it deems to be inappropriate.

The following content shall be avoided by library staff writers:

- Personal attacks, insults or threatening language
- Libelous and/or defamatory statements
- Plagiarized material
- Private and personal information
- Comments unrelated to the content of the forum, and/or hyperlinks to material not directly related to the discussion
- Commercial promotions or spam
- Information shared with library staff and stakeholders that is in draft form or is pending publication

Staff members with questions about the appropriateness of content they are considering posting will review their work with their supervisors before making the content live. Supervisors will make decisions based on this policy.

Personal Social Media Activity

- Views expressed are those of the individual alone and do not represent the views of the employer. Library personnel expressing such views must not identify themselves as associated with the Library.
- No posting of information that has been shared with staff but is still in draft form and pending publication is allowed.
- Any personal posting will be respectful of the library, its employees, volunteers, partners, competitors and critics.

Moderating Public Comment

Social media library web applications that allow users to comment are limited public forums. Public comments and other contributions moderated by staff responsible for library social media must ensure that public contributions comply with library rules.

Social media Comment Guidelines for Moderators

The library uses social media to form connections with the public by encouraging conversations online. The Manchester City Library social forums are **limited public**

forums. The Library requires that users stay on topic and abide by the law. The following list (not exhaustive) is grounds for not posting a comment to a Manchester City Library web application.

1. Contains copyrighted material
2. Comment is completely off topic
3. Commercial material / SPAM
4. Duplicated posts from the same individual
5. Obscene posts
6. Specific threats against persons or things.
7. Libelous comments about a private citizen
8. Images

Staff should remove inappropriate links from comments.

Comment authors have the right to ask Library Administration to review postings denied under these guidelines.

Approved by Library Board of Trustees August 6, 2012