



## Social Media Policy

Policy Number: 18-62

Policy Approval Date: June 11, 2018

Policy Review Date: June 2021

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### Definitions

HPL: Huntsville Public Library

Library: Huntsville Public Library

### Purpose

This policy governs staff and user use of social media tools for official Library purposes.

### Policy

The Huntsville Public Library (HPL) is committed to using social media technology to provide a venue for shared information resources with our users and partners and providing a means for meaningful communication between users, partners and library staff. HPL staff will strive to create a social media presence that is consistent with our core values of promoting intellectual freedom, inclusiveness, innovation, respect and accountability. We will promote the free exchange of ideas while protecting personal information and rights.

### Objectives

Objectives of HPL's social media presence include:

- Extend the reach of HPL's online message, thereby improving relationships with library users, potential users and key influencers
- Provide an interactive, real-time platform using an informal/human voice to engage in dialog
- Provide simple method for users to provide feedback and seek assistance
- Provide wide-ranging entry points to our services and collections
- Provide thought leadership and credibility, enhancing HPL's strong reputation online
- Demonstrate our commitment to and understanding of emerging media/technology
- Provide opportunities to train staff in the use of social media

## **Content**

Social media sites provide a forum for promoting the free exchange of ideas which Huntsville Public Library will encourage. However, content that contravenes our Statement of Commitment, Code of Conduct, or otherwise violates privacy or other legislation will be removed from the site. Violations may result in restrictions on future postings to HPL social media sites. HPL reserves the right to edit or modify submissions when reposting or providing comment. HPL is not responsible for the reliability of content provided via links that are posted to our social media sites. Being followed by HPL on any social media platform or having messages or content created by other parties shared on HPL social media does not imply endorsement.

HPL welcomes feedback and ideas from all our users, and will endeavour to join the conversation where possible. We will read all messages and comments and ensure that emerging themes or helpful suggestions are passed to the relevant staff at HPL; however, HPL will not be able to reply individually to all messages received via social media.

We understand that social media is a 24/7 medium; however, our moderation capabilities are not. We are usually available 9:00am to 5:00pm, Monday to Friday.

Users are reminded to protect their privacy when participating in online public forums.

The Library does not act in place of or in the absence of a parent. The Library is not responsible for enforcing any restrictions that a parent or guardian may place on a minor's use of this resource.

## **Related Documents**

Adapted from Hamilton Public Library Social Media Policy.

Code of Conduct Policy

Intellectual Freedom Policy

Privacy Policy

Staff Use of Technology Policy

Technology @ HPL Policy

Town of Huntsville Corporate Social Media Policy

## **History**

Approved by the Huntsville Public Library Board June 11, 2018 | Motion 18-62.

Community Social Media Policy | November 9, 2015 | Motion 15-100.