

MNG-23**SOCIAL MEDIA AND WEB PRESENCE****Policy Statement:**

The Manhattan Public Library uses and participates in various media and social networking software to provide services and information and to build connections with people in the community. The purpose of this policy is to establish guidelines for the use and maintenance of the library's digital presence.

Definition:

Digital presence includes websites or applications that allow users to find and share information. Examples include but are not limited to Facebook, the library's website, and Instagram.

REGULATIONS:

1. The development of digital presence and social media tools must clearly support the library's service roles, goals and objectives, and operation. All social media must be integrated with the library's other established outlets. Development of new digital and social media will be reviewed by the Community Engagement Coordinator. The staff member will make recommendations for library administration's approval.
2. The role and utility of social networking sites will be evaluated periodically by staff and may be terminated at any time as deemed appropriate by the library.
3. Public comment and posting to the library's social media outlets are encouraged as part of our commitment to fostering community engagement. However, the library reserves the right to review all comments and postings and to delete those that are inconsistent with the content created by the library.

The library may act, including blocking individuals, for comments falling within the following categories:

- Obscene, sexist, or racist content.
- Harassment of other users or staff.
- Potentially libelous or slanderous statements.
- Plagiarized or copyrighted material posted without permission.
- Information of a private or personal nature.
- Comments, postings, or links not related to the content created by library staff or customers.
- Advertisements and solicitations.
- Spam messages, including false claims of copyright violations against the library's social media page.

By implementing these guidelines, we strive to maintain a respectful and inclusive online community that aligns with the library's values and objectives.

4. Social networking records are transitory. Records from third-party sites are not stored by the library. Records are not retained after administrative or reference value has been served.
5. Some social media tools are governed by the terms of a third-party service provider. Users should be aware that third party services have their own privacy policies and should proceed accordingly.
6. Manhattan Public Library has compiled a very selective list of useful web links, which is used by library staff as a “ready reference” guide to the internet, and is also beneficial for the general public. Here are some guidelines used by librarians in selecting these links:
 - Preference is given to non-commercial and not-for-profit sites.
 - Preference is given to local resources.
 - Including links and resources on our site is at the discretion of the library staff, based on a thorough evaluation process to ensure they align with our guidelines. The library reserves the right to decline any request to add new links.
 - The Library provides these lists of links as a convenience to patrons and does not control the content of sites outside of Manhattan Public Library’s website. Therefore, Manhattan Public Library cannot be responsible for any wrong or harmful information present on any of the sites on these lists.

PROCEDURES:

1. Third party account information is maintained by the library’s IT Manager and the Community Engagement Coordinator. In case of an emergency, passwords for these accounts are available from the Information Technology Manager and should only be accessed by the Directors.

The Information Technology Manager maintains access and current login credentials to all library social media outlets. The Community Engagement Coordinator keeps records of the accounts and notifies the IT manager when changes are made.

2. Social media monitoring and response are crucial aspects of our engagement strategy, overseen by the Community Engagement Coordinator. Additionally, other staff members diligently monitor social media channels during evening hours and on weekends. This ensures that inquiries are addressed promptly and efficiently, maintaining a high standard of responsiveness throughout the week.

We aim to address inquiries within 24 hours of receipt during regular business days, ensuring that each query receives the attention and consideration it deserves. For inquiries received outside of regular business hours, responses will be promptly provided within the next available business day.

3. In cases where an inquiry necessitates escalation to an assistant director or director for further review or decision-making, the following message will be utilized to communicate to the inquirer:

"Thank you for reaching out to us. Your inquiry has been forwarded to library management for further review. We appreciate your patience and understanding and will follow up with you as soon as possible."

4. Staff guidelines for contributing to the library's social media outlet include:
 - Respect copyright laws and the laws governing fair use of material owned or created by others.
 - Respect the audience and the wide diversity of library users. Staff represent the library and the public's trust.
 - Maintain confidentiality of library customers.
 - Stick with facts – avoid opinions on sensitive topics.
 - Keep content current and accurate.