



Social Media Policy
January 2024

This policy defines acceptable use of social media for authorized Argyle Public Library staff. Social media is defined here as any web-based application, site, software, or other online account, including Flickr, Facebook, Twitter, Instagram, and other similar outlets. The Library participates in social media to:

- Reach out to participating and prospective patrons
- Promote the value and importance of the services offered,
- Showcase special events, and
- Provide tips for reading skills and language development.

The Library shall engage in the following practices related to social media.

1. Make sure multiple people have access to the Library's social media accounts.
2. Post content regularly.
3. Posts should be respectful, professional in tone, in good taste, and related to the Library's mission.
4. Authorized Library personnel must understand that social media is public and permanent. Messages can be read by anyone, and there should be no expectation of privacy.
5. Social media websites each have their own terms and conditions/policies, and the Library will adhere to these.
6. Titles and messages should be brief but strive to add value. Content should be useful and interesting to the audience. Avoid posting links to other items.
7. Always check facts, spelling, and grammar. Cite sources and do not use copyrighted images.
8. Post between one and five times per week.
9. Ask questions in posts to engage readers.
10. Monitor the page and keep up with the conversation.
11. Be aware of the difference between internal and external communications. Never post sensitive information.

12. Do not post things that are obscene, racist, derogatory, libelous or otherwise offensive. Do not post personal attacks, insults, threatening language, commercial promotions, or spam.
13. The Library will accept friend/follower requests from anyone except users who have violated the site's policies or who post inflammatory, offensive, or exploitative materials.
14. The Library reserves the right to remove any posts or comments.
15. The Library is not responsible for or liable for content posted by users. User comments do not represent the opinions or positions of the Library.