

**Liverpool Public Library
Board Policy**

Page 1 of 2

Social Media Policy

Policy Approved: 11.10.2021

Review Date: 2024

Liverpool Public Library uses social media as an enrichment tool for enhanced communication, sharing/collaboration and information exchange between patrons, the public, and staff. This policy governs the use of social media, which includes any online communications and may include information regarding Library programs, services, collections, news, and projects, as well as useful and entertaining information. Social media is defined as any forum that allows users to share information, and includes, but is not limited to, blogging, social networking sites, wikis, posts, and community reviews. Examples include, but are not limited to: LinkedIn, Snapchat, Facebook, YouTube, Instagram, Tik Tok, and Twitter.

By posting or commenting on LPL's social media accounts, users agree to the social media policy, and have no expectation of privacy. Users who enter private or personal information on LPL's social media sites do so at their own risk, and LPL is not responsible for and damages resulting from the public display of, or failure to remove, private or personal information. All content is subject to LPL's Patron Code of Conduct Policy. LPL reserves the right to remove any comments that are inappropriate, off topic, or a violation this policy. <https://lpl.org/assets/Uploads/policies/Patron-Code-of-Conduct-Policy2.pdf>

LPL has designated staff who are responsible for monitoring and responding to public comments, posts, and questions. Employees are to remain neutral in Library related posts and response to questions. There shall be a minimum of two administrators for each Library social media account. Employees may participate on social media sites while on work time if they have an authorized business need and it is approved by the Library Director in advance. Employees are prohibited from creating new social media accounts, on behalf of the library, without prior approval.