

Dighton Public Library Social Media Policy **Updated January 9, 2025**

The Dighton Public Library (DPL) uses social media to maintain a welcoming online presence where the public can learn about, share, and discuss events and topics pertaining to the Library and Dighton. For the purpose of this policy, the Library defines social media as any website or application to which the Library creates and/or shares content for the purposes of social networking. Currently, the DPL has an account on Facebook, but it is committed to actively seeking similar technologies in the future that will enhance its ability to serve patrons' information needs.

The Dighton Public Library's social media accounts shall:

- a) Serve as marketing/promotional channels for library programs, activities, reference help, resources, materials, scheduling and industry-related information, as well as town, regional and general interest topics;
- b) Adhere to applicable state, federal and local laws, regulations and policies, including the Public Records law and retention schedule; Copyright Law; Open Meeting Law; Conflict of Interest law; and other applicable town of Dighton policies.

Under the Public Records law, all communications made or received by a government employee or entity is a public record and subject to disclosure. This includes all communications made through social media. All social media accounts must be archived to the fullest extent possible, given any limitations related to the particular form of social media.

The DPL does not collect, maintain, or otherwise use the personal information stored on any third party site in any way other than to communicate with users on that site, unless granted permission by users for library contact outside the site. The DPL encourages all users to read the terms of service on each third-party site prior to engaging with DPL social media to understand how a third-party site may be using their data and personal information. If for some reason, the DPL posts something that would collect personal information that will be shared with DPL staff (for example, a survey), the DPL will disclose that information in the post for full transparency.

The DPL respects diverse viewpoints and encourages thoughtful discussion at the library and in its social media forums. However, the Library reserves the right to remove from its social media forums:

- Content that promotes discrimination
- Content that constitutes or encourages illegal activity
- Commercial promotions or spam
- Profane or vulgar language
- Sexual content or links to sexual content
- Content that violates another party's intellectual property rights
- Private information about an individual shared without that individual's consent
- Potentially libelous content
- Personal attacks, insults or threatening language
- Organized political activity
- Comments totally unrelated to the content of the forum

The DPL is not responsible for enforcing restrictions that a parent or guardian might place on a minor's use of social media. The DPL evaluates information that it posts online, but sharing or linking to content online does not mean that the Library endorses or is affiliated with the content or content creator. Additionally, the DPL is not liable for any third-party content or ads that appear on its social media pages.