

Library Social Media Policy

Purpose

The library uses social media to inform, engage, and connect with the community in alignment with our mission to provide equitable access to information and services. Social media is an extension of the library's public presence, reflecting our values of intellectual freedom, inclusion, respect, and transparency.

Scope

This policy applies to all official library social media accounts managed by staff, including but not limited to Facebook and its webpage.

Guiding Principles

The library's use of social media is governed by:

- NC Public Library Standards
- The Code of Ethics of the American Library Association
- The library's internal communication and conduct policies
- Federal and state laws regarding public records, privacy, and accessibility

Goals of Social Media Use

The library's social media presence aims to:

- Share news, events, and resources in a timely and accessible manner
- Promote library collections, services, and programming for all age groups
- Support digital literacy and community engagement

Accessibility and Inclusivity

The library is committed to ensuring that social media content is accessible to all users. Whenever possible:

- Images will include alt-text or image descriptions

- Videos will include captions or transcripts
- Posts will use plain language and avoid jargon
- Content will reflect the diversity and needs of the community, including materials for children, families, multilingual audiences, and individuals with disabilities

Content Standards

Library staff will maintain a consistent and professional voice. Social media content must:

- Be factual, respectful, and inclusive
- Avoid political endorsements or religious proselytizing
- Use age-appropriate language and imagery
- Reflect the full range of library services and collections, including materials for children, teens, and adults
- Respect patron as well as staff privacy

Public Interaction and Moderation

The library encourages respectful public interaction. Comments on posts will be turned off to encourage community knowledge and neutrality.

Users who repeatedly violate these guidelines may be blocked or reported as appropriate.

Staff Guidelines

Only authorized staff may post on official library accounts. All social media activity must:

- Be consistent with library messaging and branding
- Coordinate library events and programs with the director or designee
- Uphold the library's professional standards

Personal social media accounts of staff are not covered under this policy unless they represent the library or use official credentials.

Feedback and Review

Community members may provide feedback on the library's social media through emailing the Library Director. This policy is reviewed regularly to ensure alignment with best practices and evolving technology.