Massena Public Library

Website and Social Media Policy (External)

Purpose

The purpose of the Website and Social Media Policy is to provide a protocol on use of social media platforms to further the mission of the Massena Public Library in an effective, safe, and secure manner. The Library may use social media across a variety of platforms to engage with the community and promote Library services, literacy and learning in all its forms, and library news at the local, state and national levels.

Definition

Social media is defined as forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos) but excluding email.

Rules for Posting

Only social media accounts authorized and maintained by the Library are to be considered official accounts and communications by the Library. Only the Director and any staff designated by the Director are authorized to post information to the Library's social media. All content is to be approved by the Director before it is posted online. The Director or any staff designated by the Director shall be responsible for monitoring and responding to public comments and questions, and for managing original and adapted/shared content. The Library is not and cannot be responsible for the content, availability, or accuracy of posts by other users or entities or for any websites linked to or from the Library's social media. Content and comments posted by users do not reflect the views of the Library. External links or advertisements on social media sites that the Library participates in does not constitute endorsement by the Library.

Uses of social media by the Library may include

- Community outreach, marketing and publicity
- Promotion of Library services, resources and events to the public
- Promotion of Friends of MPL, Inc. activities and events
- Readers' advisories
- Informing the public of general issues facing libraries
- Advertisement of community events and activities of a general nature

The following types of content will not be posted by Library staff and will be removed if posted by the public:

- Obscene, racist, or discriminatory content
- Personal attacks, insults, or threatening language
- Potentially libelous or slanderous statements
- Private or personal information published without consent
- Any Massena Public Library or Town of Massena confidential information,

including financial information, potential projects or contracts, legal information, or patron records
- Comments or hyperlinks that are clearly off topic
- Advertisements, commercial promotions or spam
- Postings/comments in violation or copyright, trademark right, or other intellectual property right of any third party
- Illegal activity or promoting illegal activity
- Content that endorses or opposes a particular religion
- Content that supports or opposes a particular political candidate, party, or political viewpoint

Prohibited material will be removed by the Director after creating a record. Repeat offenders may be permanently banned or blocked from the social media site by the Director. A person banned or blocked from the Library social media may appeal to the Board of Trustees to have that ban or block removed. Complaints or negative comments will not be deleted but will be engaged like any other patron complaint. The Director may move the discussion to a private venue such as chat, messaging or in person. As with all other resources provided by the Massena Public Library, parents or guardians are responsible for social media use by their children. Patrons should protect their own and their family member's privacy by not posting personally identifiable information, including last name, school, age, phone number, address, etc., if desired.

The Massena Public Library reserves the right to reproduce comments, posts, and messages. For example, a response to a Facebook post may be quoted in a newspaper or on the Library website. No personal information, other than first name, will be used unless prior approval is granted by the user.

Use of Patron Images on Social Media
The Staff Recording in the Library Policy is used by the Massena Public Library to address staff photographing, recording, broadcasting and streaming images of the premises, patrons and staff while on Library property and at public events in the community, These images may be used to promote the Library and its services in a variety of formats, including social media.

Security
All social media accounts will have the highest level of security offered on each platform.

This policy was amended by the Massena Public Library Board of Trustees on March 10, 2026.
This policy was adopted by the Massena Public Library Board of Trustees on April 12, 2023.