

Web Site and Social Media Policy

Web Site Policy

The Northumberland Public Library provides a web site that is an extension of the library's information resources and supports its mission to provide access to information and connections to knowledge for all residents of the community through library materials, services, facilities and programs. The library's web site is not intended to be open as a full or partial public forum.

The web site's primary audience is Northumberland Public Library patrons.

The library director and staff participate in the development and maintenance of the site.

The web site may include links to public interest information from non-profit organizations, educational institutions and government agencies, especially those that are unique to the local community. The web site may also include links to Internet research tools or to sites that facilitate the public's access to commonly needed ready reference information.

Links that are placed on the web site must meet the following criteria:

1. Sites should originate from the creating or responsible institution, not a third party.
2. Material should be up-to-date, preferably with a creation or revision date and contact email address available.
3. Information should be verified if the source is unknown.
4. Sites should be examined and reevaluated regularly for the quality and validity of information, access, design and currency of content.

Links that are placed on the web site must be regularly maintained and evaluated by the staff. At least annually, all links will be checked to ensure that the content remains accurate, reliable, and timely. Sites that no longer meet the needs of library customers or that no longer meet the selection criteria will be removed.

Social Media Policy

The Northumberland Public Library sponsors social media sites to further its mission to provide access to information and connections to knowledge for all residents of the community. The Northumberland Public Library's sponsored sites are also a place for the public to share opinions about library related subjects and issues. Comments are welcome and will be reviewed prior to publishing.

As with more traditional resources, the Library does not act in place of, or in the absence of, a parent and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of this resource.

Social media Acceptable Use

The goals of the Northumberland Public Library sponsored social media sites are:

- To increase the public's knowledge of and use of library services;
- To promote the value and importance of the Library's services among governing officials, civic leaders, and the general public; and
- To maintain open, professional and responsive communications with members of the public and the news media.

Publicly posted information will be professional and reflect positively on the Northumberland Public Library, staff, volunteers and services. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar before publishing any posts. The Northumberland Public Library reserves the right not to publish any posting, or to later remove it.

Comments from the Public

Comments, posts, and messages are welcome on the Northumberland Public Library social media sites. While the library recognizes and respects differences in opinion, all such interactions will be regularly monitored and reviewed for content and relevancy (before publishing when possible). Library sites are intended for moderated discussion and not for a public forum. All postings which contain any of the following could be removed, at the library's sole discretion, and the poster disallowed from posting any subsequent messages to library social networking sites:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized or copy-written material
- Violation of intellectual property rights
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam
- Organized political activity
- Photos or other images that fall in any of the above categories

The Northumberland Public Library also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary.

Notwithstanding the foregoing, the Northumberland Public Library is not obligated to take any such actions, and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the service.

By posting a comment, individuals agree to indemnify the Northumberland Public Library, its officers and staff from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to the content posted by customers. Forums and messaging may not be used for

commercial purposes or for organized political activity. Northumberland Public Library assumes no liability regarding any event that occurs or interaction that takes place involving any participant in any Library-sponsored social networking service. The Library does not endorse or review content outside the “pages” created by the library staff. Participation in the Northumberland Public Library social networking services implies agreement with all Library policies, including its Social Media Policy and Public Internet Policy, and the Terms of Service of each individual third-party service. If an individual does not agree to these terms, the individual should not use the Northumberland Public Library sponsored sites as a violation of these terms may lead to legal liability.

Social media sites may be terminated at any time without notice to subscribers.

Social media is defined as any website or application which allows users to share information. Social media can include, but is not limited to, blogging, instant messaging, social networking sites, and wikis. Examples: Twitter, Facebook, MySpace, YouTube, Blogger, Flickr, and Wordpress.