

Social Media Policy

Purpose

The following policy pertains to official and non-official posting to social media services and using posting tools by staff members of the Westborough Public Library (“Library staff”). The Library permits the use of social media sites as a means to disseminate information from the Library to the members of the public. Consequently, the Library has both an expectation and a responsibility regarding the integrity and presentation of information posted on its social media sites by employees both officially and personally through any and all content that is attributed to the Library.

Definitions

“Social media service/account/site/technology” means internet services/products that can be used/adapted for the distribution of information with a profile/page that can be followed by the public (ex. Facebook, Instagram, Twitter/X, etc.). “Posts” or “postings” means the content, information, articles, pictures, videos or any other form of communication posted on a social media site, including responding to submissions/feedback from the patrons in both public and private forums.

Guidelines for Library Social Media Accounts/Posting

1. The establishment of Library social media accounts and technology is subject to approval by the Library Director.
2. Posts made on any social media service shall, in some way, adhere to the Library’s mission statement.
3. Employees representing the Library on social media sites shall conduct themselves at all times as a professional representative of the Library.
4. Any employee authorized to post items on any of the Library’s social media accounts shall review and be familiar with the social media site’s use policies and terms and conditions, as well as the Library Social Media Policy.
5. Any employee authorized to post items on any of the Library's social media sites shall not express their own personal views or concerns through such postings. Postings shall only reflect the views of the Library. Any questions regarding appropriate post content should be brought to the Library Director or Assistant Director.
6. Posts made in error or in violation of any portion of the social media policy may be deleted.
7. The Library’s social media provides a limited public forum with terms of use. At the discretion of the Library Director and/or Library Staff, comments from the public may be deleted/hidden based

on the following criteria:

- Comments or content not topically related to the particular site, post, or article being commented on.
- Profane, obscene, or vulgar language or content
- Comments or content that promotes, fosters or perpetuates discrimination on the basis of race, color, gender, gender identity, national origin, religion, ancestry, age, sexual orientation, disability, pregnancy or pregnancy-related conditions, genetic information, military status, or any other category protected under the state and federal anti-discrimination laws
- Comments or content that is threatening or harassing; Sexual comments, content, or links to sexual content
- Conduct or encouragement of illegal activity
 - Information that may compromise the safety or security of the public or public systems
- Content that violates a legal ownership interest of any other party, including patron records
- Protected health information
- Content or comments that express opinions or discuss issues before a board or committee, for which such communication by a majority of board or committee members might be construed as violating Open Meeting Laws
- Other information that is not public record or is otherwise privileged from public disclosure.

Guidelines for Non-Library Account Social Media Posting by Library Employees

1. All library employees must be mindful that there is a greater risk that their comments or conduct while participating in social media (both officially and personally) may have a direct impact upon the integrity of their department and the public's perception of the Library as a whole. Furthermore, there is a greater likelihood that the public will view their conduct/comments as representative of the Library, even when personal disclaimers are made.
2. No personal post should be made on work time unless said post is intended to positively promote or highlight a library service, program, or initiative.
3. Any complaints or concerns Library employees have regarding internal Library operations, including patron and staff interactions, should be properly addressed and mediated without an online audience.

Approved by the Westborough Public Library Board of Trustees January 2026