

Social Media Policy Deering Public Library

Approved 10-5-20

Policy

“Social media” is defined by [Merriam Webster Dictionary](#) 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).”

The library currently manages a blog and FaceBook page.

Purpose and scope

The library posts information related to its services (including collections and programs) and operations (including hours, space, procedures) for its constituents and invites people to post or comment occasionally on various issues.

Audience

The content of posts will be directed to Deering residents although all posts will be available on the open internet.

Trustee responsibilities

All library trustees can post to the DPL social media accounts. One trustee should be designated to oversee each account to keep it up-to-date.

Social media content should be written from the point of view of the “We,” which represents the library as a whole and not as an individual trustee. Trustees should refrain from expressing their personal views when posting on the library’s behalf.

Trustees should protect patron privacy and confidentiality whenever possible. Receive permission before posting photographs of patrons, and do not identify children by name.

Intellectual property laws must be respected in all posts. Photographs should be either taken locally, or in the public domain. All visual works or quotes should be credited.

Procedure

The library currently maintains a blog and FaceBook page. Refer to the Social Media policy for general responsibilities.

Both the blog and FB page are used to communicate news to the community.

Deering Library Blog: <https://deeringpubliclibrary.blogspot.com/> . The blog page has both static information and periodic posts.

Static information on the blog home page:

- Hours and contact information, including library email.
- History of the library
- Current library catalog holdings

Posts are made as needed rather than on a regular schedule. Example of posts include:

- New book listings and synopses
- Announcements of interest – book group meetings, book sales, programs, etc.

Deering FaceBook page: <https://www.facebook.com/deeringpubliclibrary> (Note: the name is **Deering NH Public Library**. There is an older account ‘Deering Public Library’ which we cannot access).

Static information on the main page:

- Statement of purpose
- Hours and contact information, including library email.
- Link to the library catalog.

Posts are made periodically – usually once every week or two – to include the following:

- News from the library: Little Free Library updates; services; hours; programs, etc.
- Cultural news of interest to the community: Forward posts for programs that are available to our residents that originate from other sources, such as the NH Humanities Council, articles of interest to readers, etc.

When possible, these posts will then be “shared” to other Deering related Facebook accounts, including “Deering NH Residents”; “Deering NH Town Crier”; “The Deering Association”