



## Peck Memorial Library

P.O. Box 325, 24 Main Street  
Marathon, NY 13803

### Social Media Policy

“On the whole, social media is intended to facilitate sharing, collaboration, transparency, and conversation” (Steiner, *Strategic Planning for Social Media in Libraries*)

Peck Memorial Library’s social media plan resonates with our vision to inspire and engage all members of the community, our mission to provide a core community service that fosters literacy, cultural appreciation, personal growth and civic engagement, and our organization-wide goals in the following areas:

#### **Knowledge and Creativity**

- Provide an inviting, current online presence
- Encourage personal reflection and critical thinking
- Contribute to community well-being, engagement and participation through programs, and activities to facilitate personal growth and human connections
- Provide opportunities for inspiration

#### **Literacy**

- Provide and promote youth and adult programs such as the Summer Reading, story times, teen workshops, adult literacy, and adult reading challenge
- Foster partnerships with organizations that support reading and protect intellectual freedom

#### **Community Connection**

- Respond to social and technological change through services for an increasingly mobile society
- Serve as an information resource and referral center
- Participate in community events
- Foster engagement with the Library through online social environment

## **Technology**

- Provide an up-to-date online presence and portal to online and digital resources and materials

## **Outreach**

- Cultivate partnerships and collaborate with local organizations and educational institutions, including but not limited to local agencies and organizations, institutions of primary and secondary education, academic libraries and higher-education institutions, and other public libraries

## **Goals for Social Media**

- Engage with patrons in a friendly, conversational way
- Foster a love of books and a culture of reading
- Promote collections and expertise
- Promote events
- Be part of the ongoing conversation among businesses, organizations, and community members
- Expand our reach to share our resources and expertise among the greater library community

## **Guidelines for Staff posting to PML Social Media**

- Post courteously, respectfully, honestly, and accurately
- Personal opinions should not be expressed as library opinion
- Adhere to film and media policy guidelines:
  - Group photos of event attendees may be posted without express permission
  - Individual photos of staff or patrons will not be posted without express (written or verbal) permission

## **Guideline for Staff for Personal Social Media Use**

PML does not restrict the right of employees to use personal social media. However, the public may assume staff are speaking on behalf of the library. The following guidelines will help ensure that an individual is not posting on behalf of the library:

- Clearly identify your personal communication as separate from your role at PML when posting about PML
- Share only publicly accessible Library information
- Adhere to film and media policy guidelines:
  - Group photos of event attendees may be posted without express permission
  - Individual photos of staff or patrons will not be posted without express (written or verbal) permission

## **Guidelines for Patrons**

- PML staff reserve the right to remove any posts or comments that violate the Library's Code of Conduct.
- The Library is not responsible for posts made by third parties, and those posts do not reflect the positions of Peck Memorial Library.

**Approved: Sept. 19, 2023 Board of Trustees**