



## **SOCIAL MEDIA POLICY**

The T.O.H.P. Burnham Public Library in Essex, MA recognizes the popularity and utility of social networking sites as a means of publicity, information dissemination, and recreation, and as such, participates in social media to extend the reach of the Library outside the Library walls. Social media is defined as any website or application which allows users to share information as a “friend” or “follower,” or otherwise associate their own “profiles” with the Library’s profiles on these sites. These sites include but are not limited to Twitter/X, Facebook, Pinterest, YouTube, TikTok, and Instagram.

Comments, posts, and messages are welcome on the Library’s profiles on any social networking sites in use. While the Library recognizes and respects differences in opinion, all such interactions will be regularly monitored and reviewed for content and relevancy. All posting which contain any of the following will be removed and the poster barred from posting subsequent messages to the Library’s presence on social networking sites:

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

In addition, the Library reserves the right to edit or modify any postings or comments for space or content, while retaining the intent of the original post. The Library shall also be granted the right to reproduce comments, posts, and messages in other public venues. Identifying information, other than first name, will be removed unless prior approval is granted by the user.

The Library does not collect, maintain or otherwise use the personal information stored on any third - party site in any way other than to communicate with users on that site, unless granted permission by users. Users may remove themselves at any time from the Library’s profile, and should be aware that third party websites have their own privacy policies and proceed accordingly. The role and utility of social networking sites will be evaluated periodically by Library staff, and may be changed or terminated at any time without notice to subscribers.

The Library is not responsible for the content posted by others on its social media platforms. User content is the opinion of the specific author and does not necessarily represent the opinions of the Library.

The T.O.H.P. Burnham Public Library assumes no liability regarding any event or interaction that takes place on any social networking service, and does not endorse or review content outside the pages created by Library staff. As with more traditional resources, the Library does not act in place 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.

The Library reserves the right to electronically block users who violate this policy.

*Approved by the Board of Library Trustees December 2025.*