

Social Media Policy 2016

In keeping with its mission to “use technology to improve access, reduce costs, and increase options in both the kind and variety of services offered,” the Library will implement the use of social media applications. Currently, the Library has accounts on Twitter, Facebook, Instagram, Tumblr, and Pinterest, but it is committed to actively seeking similar technologies in the future that will enhance its ability to serve patrons’ information needs.

Policy

The following content will be removed immediately from the Library’s social media accounts:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized material
- Private, personal information
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam

The Library reserves the right to monitor content on all of its social media accounts and to modify or remove any messages, postings, or members that it deems, in its sole discretion, to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party, or otherwise inappropriate for the service. The Library also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary. The 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.

Social Media Platforms

In keeping with the mission of the Library, our various social media accounts, including but not limited to Twitter, Facebook, Instagram, Tumblr, and Pinterest, will be used for announcements and discussions related to library materials, events, scheduling, and industry-related information, as well as town, regional and general interest topics.

Voted by the Board of Library Trustees 13 April 2010

Amended by the Board of Library Trustees November 2010

Amended by the Board of Library Trustees 9 February 2016

Photographing or Video recording the Library Building's Interior

Requests by members of the public to take photographs of or video record the library building's interior are subject to the following procedures and restrictions:

1. The Public Library of Brookline is a public place. Therefore, individuals wishing to photograph, film, or audio record anyone in the library for **non-commercial use** are required to seek the permission of the identifiable subjects first. Individuals wishing to photograph, film/video, or audio record the library building's interior for **commercial use** shall first seek the permission of the Library Director or an Assistant Library Director. They must also seek the permission from any individual who may appear in the recordings.
2. The Director or an Assistant Director may impose any conditions on photography or video/audio recording within the building's interior as he or she deem necessary to protect the ability of the public to enjoy the library for its intended purposes.
3. Permission to photograph books, maps or other library materials must first be granted by the reference staff.
4. All questions about photo, video, and/or audio recording in the library should be addressed to the Library Director or an Assistant Library Director who is responsible for the implementation of this policy.

Photography and video recording by library staff is subject to the following procedures and restrictions:

1. Staff members may photograph, film, and/or audio record all library programs, events and patrons in attendance (regardless of identifiability), for the website, social media pages, and publications so that no consent is needed from any patron of any age and no waiver needs to be signed.
2. Staff members will make every effort to notify patrons when photography and/or video/audio filming is taking place, and may include patrons in such recordings. If a patron expresses an objection to his/her inclusion in such recording staff members will oblige.

Voted by the Board of Library Trustees 11 October 2011
Amended by the Board of Library Trustees 9 February 2016