



Town of Tonawanda Public Library  
Administrative Offices

## Town of Tonawanda Public Library

### Social Media Policy

The Town of Tonawanda Public Library uses select social media platforms as a means of enhancing communications and encouraging collaborative information exchange between the library staff, library users, and the general public. The Library's social media presence functions as an extension of the library and should uphold the mission and spirit of the library.

The Town of Tonawanda Public Library acknowledges that the social media landscape is ever-changing and should routinely review its guidelines and practices. Any adjustment to guidelines and practices must be approved by the Library Director and/or Library Board.

The following content is strictly prohibited. Postings will be deleted and the user banned from further posts.

- Offensive, obscene, threatening or abusive content
- Hate speech
- Personal information about staff or users

The following content is strictly prohibited. Postings will be deleted and the user will receive a warning.

- Spam and commercial content
- Comments used for political or commercial purposes or those soliciting funds
- Copyrighted material that is posted without permission

By choosing to comment and/or utilize the Town of Tonawanda Public Library social media sites, users agree to these rules.

The Town of Tonawanda Public Library asks that individual user complaints be addressed to the Library Director so that they can be addressed quickly and specifically. Social media is not the mechanism used by the Town of Tonawanda Public Library to document or address library user problems and concerns, or influence library policy, procedures, or programs.

#### RECORDS RETENTION

- Social networking records are defined as "Transitory Material" (of limited reference value) - thus such records are not required to be retained after administrative and/or reference value has been served.

Adopted by the Town of Tonawanda Public Library Board of Trustees **March 9, 2021**.