



Watertown Public Library Social Media/Networking Policy

Purpose

Social networking sites used by the Watertown Public Library will be used to inform the public about library resources and activities, increase the public's use of library resources, and provide additional communication with members of the public.

The Watertown Public Library may sponsor blogs, wikis, photo sharing, video sharing, tagged websites, and other social networking sites or applications to further the mission of the library.

Publicly posted information will be professional and reflect positively on the Watertown Public Library, as well as the City of Watertown, its staff, volunteers, and services. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar when publishing any posts.

The Watertown Public Library reserved the right not to publish any posting, or to remove it later. Comments from the public will be moderated before posting by the Watertown Public Library's designated staff editors.

The Watertown Public Library reserves the right to modify or remove any messages or postings that include the following, but are not limited to:

- Offensive language or hate speech
- Language deemed to be abusive or defamatory
- Violation of copyright, trademark right, or other intellectual property right of any third party
- Posts considered to be spam or commercial in nature
- Posts that are off-topic

The Watertown Public Library is not obligated to take any such actions, and will not be responsible or liable for content posted by any participant in a Library-sponsored social networking service. Forums, comments, and messaging may not be used for commercial purposes or for organized political activity.

The Watertown Public Library assumes no liability regarding any event or interaction that takes place through any social networking service. The Watertown Public Library does not endorse content outside of that created by the Watertown Public Library staff. Participation in the Watertown Public Library social networking services implies agreement with all Library policies.

Adopted Mar 2011