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www.bloomfieldpubliclibrary.org

Social Media Policy

Adopted 2/15/2021 Updated 06/16/25

Purpose

The Bloomfield Public Library ("the Library") maintains an active presence across digital platforms to connect with our community, share resources, promote library services, and foster civic engagement. This policy establishes guidelines for both the Library's social media management and community interaction on our digital platforms, ensuring we maintain a welcoming, inclusive, and professional online environment that reflects our mission and values.

Scope and Platform Coverage

This policy applies to all official Library social media accounts and digital platforms, including but not limited to:

- **Primary Platforms:** Library website (bloomfieldpubliclibrary.org), Facebook, Instagram, YouTube
- **Emerging Platforms:** TikTok, LinkedIn, Twitter/X, Threads, and any future platforms the Library may adopt
- **Community Platforms:** Nextdoor, local community forums, and regional social networks
- **Professional Networks:** Library-specific platforms and professional associations

Note: The Library reserves the right to establish presence on new platforms as they emerge and serve our community's needs.

Target Audience

Our digital outreach serves:

- Bloomfield community residents and neighboring areas
- Current and potential library patrons
- Students, educators, and researchers
- Local businesses and community organizations
- Visitors to the Bloomfield area
- Online learners and digital resource users

Community Guidelines and Standards

Encouraged Interactions

We welcome community members to:

- Share library experiences and recommendations
- Ask questions about services, resources, and programs
- Participate in discussions about books, learning, and community topics
- Share appropriate photos from library events (with permission)
- Provide constructive feedback about library services
- Tag friends and family in relevant posts

Prohibited Content

The Library will remove content that includes:

Harassment and Safety:

- Personal attacks, bullying, or threatening language
- Doxxing or sharing others' private information without consent
- Content that could endanger public safety

Discriminatory Content:

- Hate speech targeting individuals or groups based on race, ethnicity, religion, gender identity, sexual orientation, age, disability, or other protected characteristics
- Discriminatory language or imagery

Inappropriate Material:

- Sexually explicit content or nudity
- Graphic violence or disturbing imagery
- Content promoting illegal activities
- Misinformation that could harm public health or safety

Commercial and Spam Activity:

- Unauthorized commercial promotions or advertisements
- Repetitive or spam content
- Phishing attempts or suspicious links
- Solicitation of funds for non-library purposes

Legal Violations:

- Copyright infringement or plagiarized content
- Content violating local, state, or federal laws
- False impersonation or identity misrepresentation

Privacy and Data Considerations

User Privacy

- The Library cannot guarantee privacy on third-party social media platforms
- Users should review platform-specific privacy policies before engaging
- Personal information shared in comments becomes subject to platform terms

- We recommend against sharing sensitive personal information in public posts

Data Collection and Use

- The Library may collect publicly available engagement metrics for program evaluation
- We do not store or redistribute user-generated content without permission
- Contact information from social media interactions will not be added to mailing lists without explicit consent

Content Management and Moderation

Response Standards

- Library staff will respond to questions and comments during regular business hours
- Complex inquiries will be directed to appropriate staff or in-person consultation
- Emergency or urgent issues should be addressed through direct contact: (585) 657-6264

Moderation Process

1. **Immediate Action:** Content violating safety guidelines will be removed immediately
2. **Review Period:** Borderline content will be reviewed within 24 hours
3. **Appeals Process:** Users may contact the Library Director to discuss content removal
4. **Progressive Enforcement:** Repeated violations may result in blocking or banning

Crisis Communication

In case of emergencies or community crises, our social media accounts may be used for:

- Sharing official information from local authorities
- Announcing changes to library services
- Providing resource information for community support

Accessibility and Inclusion

The Library is committed to digital accessibility:

- All images include descriptive alt text when possible
- Video content includes captions or transcripts
- Posts use clear, readable fonts and high-contrast colors
- Content is available in multiple formats when feasible
- We welcome feedback on accessibility improvements

Staff Guidelines and Account Management

Authorized Personnel

- Only designated staff members may post to official Library accounts
- All staff managing social media must complete annual training
- Account access is reviewed quarterly and updated with personnel changes

Content Creation Standards

- All posts must align with the Library's mission and community values
- Staff should verify information accuracy before posting
- Controversial topics should be reviewed by the Library Director
- Personal opinions must be clearly distinguished from Library positions

Professional Boundaries

- Staff personal accounts should remain separate from Library accounts
- Staff are encouraged but not required to share Library content on personal accounts
- When staff identify as Library employees on personal accounts, they should note that views are their own

External Links and Partnerships

Link Sharing Policy

- External links must support the Library's educational and community mission
- All links are subject to review and approval by the Library Director
- The Library is not responsible for content on external websites
- Broken or inappropriate links will be removed promptly

Community Partnerships

- The Library may promote community events and resources aligned with our mission
- Partnership posts must be clearly identified
- Commercial partnerships require Library Board approval

Legal Compliance and Disclaimers

Terms of Use

By interacting with Library social media accounts, users agree to:

- Follow this policy and platform-specific terms of service
- Respect copyright and intellectual property rights
- Comply with applicable federal, state, and local laws
- Accept that their interactions are public and may be seen by others

Liability

- The Library is not responsible for third-party content, including user comments
- Users participate at their own risk regarding privacy and data security
- The Library reserves the right to modify this policy with reasonable notice

The mission of the Bloomfield Public Library is to educate and enrich the community by providing resources and opportunities for gathering, learning, connecting, innovating, and accessing information.