Bayonne Public Library Social Media Policy

General Objective Policy

The Bayonne Public Library supports certain social media platforms as part of the Library’s efforts to fulfill our mission of connecting people with materials and information, as well as serving the informational, educational, recreational, and cultural needs of the community. For purposes of this policy, “social media” is broadly defined as any web application, site, or account created and maintained, or contributed to, by the Library which allows users to share or obtain information. Examples of social media include the Bayonne Public Library website, and the Library’s Facebook and Instagram accounts.

The Bayonne Public Library social media content does not reflect the personal views or opinions of the Library, its Board of Trustees, officers, administrators, or staff. The content of our social media will be created and curated by Bayonne Public Library staff. A majority of the content will relate to libraries, books, and other Library related materials; as well as to Library programs, events, photos and/or images, or special topics that the Library is discussing or promoting at that time. Positive interaction with community members will be promoted on our social media to foster an atmosphere of education and learning.

These guidelines are created to supplement, not replace, existing Library policies.

General Policy

The Bayonne Public Library carefully selects social media tools as an important enhancement to communication, collaboration, and information exchanges between the Library staff, Library users, and the general public. The Library recognizes that new tools will emerge which have useful applications in the Library setting; thus, this policy addresses social media with regard to current and future applications and content.

The Library does not collect, maintain, or otherwise use the personal information stored on any third party site except to communicate with users on that site, unless individual users grant permission for other purposes, such as improvement of user recommendations.

The Library welcomes members of the public to post on the Library’s social media platforms, but reserves the right to monitor all postings and to delete any postings it deems inappropriate or in violation of this policy. Likewise, the Library reserves the right to limit any user’s ability to post to the Library’s social media platforms due to repeated or egregious violations of this policy and these parameters for permissible, appropriate posting. Throughout this policy, “content” will refer to any material or information posted, regardless of format, including comments, questions, pictures, statements, quotes, videos and other recordings, graphics, drawings, hyperlinks, etc.
The following constitutes inappropriate content, which may not be posted on the Library’s social media platforms, and which will be removed and the user posting such content may be sanctioned.

A posting may be deemed impermissible and inappropriate, and may not be appear or remain on the Library’s social media platforms if it is or includes the following:

- Any sexist, homophobic, racist, bigoted or discriminatory content, or content which promotes, fosters, encourages or perpetuates any form of discrimination based on any protected group or individual status.
- Harassing or threatening content directed against any Library staff members, BPL social media users, or other persons or entities, including threats of physical harm, violence, or other forms of harm to the individual.
- Obscene, pornographic, or profanity
- Libelous statements, and any false statements of “fact” against any individual or group.
- Plagiarized or material protected by a copyright, except with the permission or authority from the copyright holder.
- Private, personal information of any person without appropriate consent or authority.
- Content, including political or religious, not related to the content created by the Library staff.
- Commercial and other advertisement and solicitations not expressly permitted by the Library.
- Spam, malware, viruses or other content, which could infect, damage, or otherwise interfere with the Library’s or any user’s ability to interact with the Library’s social media.
- Anything that may compromise the safety or security of the public or public systems, or which violates any Library policy, federal, state or local law; or which encourages any unlawful activity.

The Library advises users against posting their own personal information where it will be visible to others on our social media platforms. By posting to the Library’s social media platforms, users acknowledge that they shall have no expectation of privacy in their usage or in whatever they post. The Library shall not be responsible for protecting the personal information users post about themselves, which is visible to other users.

Any personal information, photos, or other media posted about persons the Library knows to be under the age of 18 will be removed from our social media platforms, except the Library may post photos or videos of Library events on social media.
Enforcement

Any social media user who violates this policy may be subject to sanctions, such as removal of posted content, and temporary or permanent suspension of the right to post content on the Library’s social media. Any user, whose right to post on the Library’s social media, may submit a written appeal to the Library Director within thirty (30) days of the effective date of the suspension. The decision of the Library Director may be appealed to the Board of Trustees, in writing, within fifteen (15) days following the date of the Director’s response. The decision of the Board shall be final and binding.

A staff member will be designated to monitor and maintain all Library social media for content, structure, and updates.

The Library’s social media policy applies to all patrons and users, regardless of whether they are registered with Bayonne Public Library or have a Library card.

Facebook

All of the aforementioned policies and guidelines are applicable to the Library’s Facebook account(s).

The Library’s Facebook account will be monitored during normal Library operating hours and will be updated on an ongoing basis. Content posted by users that violate the Library’s general social media policy shall be removed and the user may be temporarily or permanently banned from posting.

Instagram

All the aforementioned policies and guidelines are applicable to the Library’s Instagram account(s).

The Library’s Instagram account will be monitored during normal Library operating hours and will be updated on an ongoing basis. Content posted by users that violate the Library’s general social media policy shall be removed and the user may be temporarily or permanently banned from posting.

By choosing to post content and/or utilize the above sites, users of the Bayonne Public Library’s social media agree they are subject to and will comply with the provisions of this policy.

Adopted by the Bayonne Public Library Board of Trustees on 1/9/23.