

EASTERN UNIVERSITY

WARNER MEMORIAL LIBRARY POLICIES AND PROCEDURES

DIVISION: Academic Affairs/Warner Memorial library	
SUBJECT: Social Media Policy	Page 1 of 3
Policy Number:	Supersedes: N/A
Effective Date:	Previously Issued: N/A

1. Statement of Policy

A. This policy establishes parameters for Warner Memorial Library's use of social media at Eastern University, in order to maintain and uphold the goals of the library's social media presence, which are as follows:

1. To promote the value and importance of Warner Memorial Library's services, programs, spaces, and collections (and of libraries in general) among university faculty, students, staff, administrators, alumni, and the general public, and
2. To maintain open, professional, and responsive communications with our users and community members.

B. The intention of the library's social media presences are to supplement, not replace, official library and university internal and external channels currently in place.

1. Warner Memorial Library uses social media as a way to promote information literacy and lifelong learning to current, former and potential students, staff and faculty. To do so, the library will share news of interest, links, or articles summarizing events or opinions. The focus will typically be on the library, its resources, university events and happenings, as well as world events or holidays, provided that said posts would not be offensive to any protected class, and would both inform and entertain.

2. Social media informs users quickly and educates the community while promoting the Library as a source of interesting and understandable information that will make current students, staff and faculty recognize the Library as a good source of information and assistance.

2. Definitions:

A. For purposes of this policy, social media are defined as any third-party web-based application, site, software, or account created and maintained by Warner Memorial Library which facilitates an environment for library staff and library users to share and interact with library-related information.

B. Examples of social media include but are not limited to, Twitter, Instagram, Flickr, Wordpress, and Youtube.

3. Policies/Procedures:

A. General Procedures

1. All Warner Memorial Library social media activity must adhere to the Eastern University Social Media Policy & Guidelines for Use.

2. Social media activity should additionally adhere to the terms and conditions of each individual third-party social media platform.

3. The Warner Memorial Library will not post items or comments that are obscene, racist, derogatory, or similarly objectionable in their content. This includes, but is not limited to: personal attacks, insults, or threatening language; potentially libelous statements; plagiarized copyrighted material; and commercial promotions or spam.

4. Concerns about social media content posted by the Warner Memorial Library can be directed to reference1777@eastern.edu or the Library Director.

5. The role and utility of library social media accounts will be periodically reviewed by the Library Director. If it is determined that an account needs to be terminated, the library may do so at any time without notice to users/subscribers.

4. Privacy

A. Warner Memorial Library does not collect, maintain, or otherwise use personal information stored on any third party site in any way other than to communicate with users on that site.

B. Warner Memorial Library may contact a user to seek permission to use their content in another forum (for example, to feature an Instagram photo in their monthly newsletter), but will never do so without explicit permission and credit.

C. Users may remove themselves at any time from the library's "friends" or "followers" lists. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

5. User Comments, Posts, and Messages

A. Comments, posts, and messages are welcome and encouraged on Warner Memorial Library social media sites, including both positive and negative feedback.

B. The site administrator of Warner Memorial Library social media sites strive to respond to all feedback in a timely manner.

C. While the Warner Memorial Library recognizes and respects differences in opinion, all social media comments, posts, and interactions will be regularly monitored and reviewed for content and relevancy. (See below.)

D. The Warner Memorial Library is not responsible or liable for content posted by subscribers on any social media site. User comments do not reflect the opinions or positions of the University, the Library, or its employees.

E. The Warner Memorial Library reserves the right to not publish any external content, including user comments, or to later remove it without notice or explanation. Reasons for removal include, but are not limited to the following types of content:

- Threats of physical or bodily harm
- Solicitations or spam advertising products or causes outside the scope of the university and library
- Abusive, defamatory, or hate speech
- Violations of copyright, trademark, or other intellectual property rights • Confidential or proprietary information
- Off-topic comments
- Comments that advocate illegal activity

F. The Warner Memorial Library will report abusive, threatening, or potentially illegal behavior via the social media platform's built-in reporting system and/or directly to EU Public Safety.