

Randall Library – Stow, MA
100-00024 – Rev 01 – August 2022
Social Media Policy

Randall Library Social Media Policy

In keeping with the Randall Library's mission to "use its resources to contribute to individual and community informational, education, cultural, recreational, and social enjoyment and enrichment" the Library incorporates various social media applications into its collection of tools and resources, including, but not limited to, Facebook, Instagram, and Twitter. As technology changes and social media software increasingly becomes an essential communication tool, the Library seeks to reach new audiences, engage with users more effectively, and enhance services by allowing greater interaction and feedback. These social media applications are to be used for the following purposes:

- to enhance communication and collaboration between Library staff and community members
- to promote Library services and programs through greater accessibility to Randall Library-specific information
- to provide a venue for patron-contributed content
- to improve Library services, programs, and resources based on patron feedback
- to reach new and inactive patron groups
- to establish Randall Library as a leader in information services by utilizing technologies that are already popular with the public

While Randall Library recognizes and respects differences in opinion, all content posted to sites maintained by the Library are subject to the Randall Library's Code of Conduct. Any posts are at the discretion of the Library Director to review.

The Randall Library, an Official Town of Stow social media page, reserves the right to block any user and remove any comments that are inappropriate or offensive, including, but not limited to:

- Advertisements not relevant to library services in Stow
- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation
- Explicit or implied sexual content.
- Conduct implying, promoting, or encouraging illegal activity
- Information that might compromise the safety or security of the public
- Any other post that, by its nature or content, is argumentative, harassing or may harm public welfare. Content in support of, or in opposition to, any political campaigns or ballot measures
- Contain links to inappropriate websites.