



Holderness Free Library

866 Route 3 P.O. Box L
Holderness, NH 03245
603-968-7066

www.holdernessfreelibrary.org

Holderness Free Library Social Media Policy

Purpose:

To establish guidelines for the responsible and consistent use of social media platforms managed by the Holderness Free Library for communication, promotion, and engagement.

Scope:

This policy applies to all library-managed social media platforms, including but not limited to Facebook, Instagram, X (Twitter), Bluesky, Goodreads, YouTube, Libby, Discord, blogs, and other online forums. It includes library staff and authorized contributors who post on behalf of the library.

Objectives:

Social media will be used to:

- Promote library services, events, collections, and resources.
- Engage with the community to share news, programs, and initiatives.
- Educate the public on library policies, services, and topics of interest.
- Foster a welcoming, inclusive, and respectful online environment.

Content Guidelines:

- Posts must align with the library's mission and values, focusing on information, education, entertainment, and access to resources.
- Content must remain **neutral** and **non-partisan** (e.g., no endorsements or opposition to political candidates, legislation, or controversial issues).
- Materials posted shall comply with copyright laws, intellectual property rights, and applicable regulations.
- Posts should reflect professionalism, accuracy, and inclusivity.
- Refrain from engaging in personal debates or expressing personal opinions on the library's platforms.

Prohibited Content:

The following types of content are not permitted:

- Political endorsements, lobbying, or promotion of specific candidates or legislation.
- Commercial advertising or endorsements, unless library affiliated.
- Content that is defamatory, discriminatory, harassing, or obscene.
- Personal opinions or posts that could be misconstrued as the library's official stance.

Public Comments and Engagement:

- Social media accounts will allow public comments where applicable but will be moderated to ensure adherence to the Holderness Free Library's policies.
- Comments or content that violate these policies may be hidden or removed. This includes:
 - Hate speech, profanity, or harassment.
 - Spam, solicitations, or commercial promotions.
 - Off-topic or repetitive comments.
 - Posts made by bots or AI generated

Compliance and Review:

- The policy will be reviewed regularly to ensure it aligns with emerging best practices and legal requirements.
- Violations of this policy may result in disciplinary action for staff, removal of privileges, or other corrective measures as determined by the Library Director and Board of Trustees.