

BARTON

LIBRARY

Dare to Know

Social Media

Purpose

The Barton Library uses social media to foster community engagement, provide Library-related information, and create an online space where patrons can meaningfully interact with staff and fellow users. Library social media is managed by the Library Assistant, Outreach Services (“Outreach Librarian”) in accordance with the College’s established policies and procedures.

Social Media Plan

The Barton Library maintains a professional and welcoming presence on social media that reflects the same standards of service and patron privacy as its physical location. Social media is a limited public forum and follows established guidelines for content management, privacy, and First Amendment rights.

- **Social Media Use by the Library**
 - The Outreach Librarian manages official Library social media accounts, which represent the Library’s voice and mission.
 - Social media tools are used to promote Library services, resources, events, and community information.
 - Content posted by the Library must adhere to official College branding and social media policies.
 - **Staff Participation**
 - Staff are encouraged to engage responsibly with Library social media but must distinguish personal opinions from official Library positions.
 - Personal posts regarding Library matters must include a disclaimer, such as: “The postings on this site are my own and do not necessarily represent Barton Library positions.”
 - Staff must not use official Library email or resources for private social media activities.
 - **Public Interaction and Comments**
 - Comments and posts are welcomed, provided they are relevant and adhere to the Library’s social media guidelines.
 - Prohibited content includes offensive, threatening, or obscene language; hate speech; spam; commercial or political endorsements; and unauthorized copyrighted materials.
 - Posts violating guidelines will be removed, and repeat offenders may be blocked.
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- Users agree that the Library may use submitted content (e.g., names, photos) without compensation.
- **Content Moderation**
 - Comments and posts are monitored and reviewed by the Outreach Librarian.
 - Inappropriate or irrelevant content may be removed in line with the Library's social media guidelines.
 - Spam, duplicate posts, and content soliciting funds or promoting religious, political, or commercial causes will be deleted.
- **Staff Responsibilities**
 - The Outreach Librarian oversees responses to public comments and questions, ensuring neutrality and professionalism.
 - Legal advice or content that may appear as such is strictly prohibited in any official capacity.
 - Any violations by staff or patrons must be reported to the Director of Library and College Archives.

Enforcement

These guidelines are implemented by Barton Library staff. Violations by patrons or staff may result in corrective actions, including removal of content or access restrictions. Questions regarding social media should be directed to the Outreach Librarian.

Contact(s): Director of Library and College Archives

Related Forms:

Relevant Policies and Procedures: [Policy 1435 – Employee Conduct and Discipline](#); [Policy 1610 – Code of Conduct](#); Procedure 2108 – Social Media; [Procedure 2450 – Employee Conduct and Discipline](#); [Procedure 2611 – Student Code of Conduct](#)

Relevant Guideline(s) and Plan(s): [Patron Conduct](#)

Approved by: Darren L. Ivey

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Revision(s):
