

Social Media Policy

The Merrimac Public Library uses social media as a welcoming online platform to share information, ideas and expression between users. Social media is a way for the Library to communicate with the community and library users and to publicize library events and services.

The Library uses several forms of social media. Examples of social media include: YouTube, Facebook, and Instagram. For the purpose of this policy, social media content will refer to any text, photo, video or other image formats that are posted on the Library's social media sites. This policy is in addition to and complements any existing or future Library and/or Town of Merrimac policies regarding the use of social media, technology, computers and the Internet. These guidelines apply to the participation in the Library sponsored social media by the public and by all employees of the Merrimac Public Library.

The library director is responsible for appointing staff to post materials on the library social media pages. Staff will post on the library's social media pages as frequently as is necessary to gain and keep interest in all library-related matters.

Comments, posts, and "likes" are welcome on all library social media posts and pages, as are respectful differences of opinion. All interactions with or in the library's social media posts and pages will be regularly monitored by library staff for content, relevancy and appropriateness. Items that are deemed inappropriate will be removed from social media sites. Library staff will monitor its sites and have sole power to determine what is and what is not appropriate on the library's social media pages.

The library reserves the right to remove the following content:

- Not related to the Library or its services
- Offensive language, hate speech and commentary that promotes discrimination
- Comments unrelated to the content of the forum
- Personal attacks, insults or threatening/defamatory language
- Misleading statements
- Hyperlinks to materials that are not directly related to the discussion
- Copyrighted or plagiarized materials published without permission
- Private and/or personal information published without consent
- Commercial promotions, spam or advertisements

- Organized political activity
- Violations, or potential violations, of local, state and federal laws
- Illegal materials and the promotion of illegal activity
- Photos or other images/media that fall in any of the above categories

Content which contains any of the above will be removed by the library staff and the poster may be blocked from posting any subsequent content to the Library's social media sites. Users should be aware that third party websites have their own usage and privacy policies, and thus should process accordingly.

It is the discretion of the parents, legal guardian or/and care givers responsibility to monitor their minors while using social media. The Merrimac Public Library is not responsible for any minor's use of social media. The Library assumes no liability regarding any event or interactions that may arise from use of our social media sites. The content of public postings does not reflect the views and is not endorsed by the Merrimac Public Library, its employees, Library Board of Trustees or Friends of the Library.

Content created for social media is the property of the Merrimac Public Library. The Library shall be granted the right to reproduce comments, posts and reviews in other public venues for the promotion of the Library. By choosing to post commentary or utilize the Merrimac Public Library's social media sites, users agree to abide by this policy.

Approved by the Merrimac Public Library Board of Trustees on June 17, 2025.