

**Hopkinton Town Library**  
**61 Houston Drive**  
**Contoocook, NH 03229**

## Social Media Policy

The Hopkinton Town Library has established the following social media methods to better engage with our community:

- HTL website
- Facebook
- Blogs
- YouTube offerings including storytime
- Instagram (limited use)
- Email messaging

These sites

1. Inform patrons about library programs and services
2. Provide a method for community feedback
3. Foster the exchange of ideas among colleagues in the library community
4. Provide better service to our patrons.

To ensure that communication through library social media networks is consistent and in the best interest of the library, this policy provides guidelines for the use of social media.

1. All social media platforms created by employees will be subject to approval by the Library Director or Chief Reference and Technology Services Librarian.
2. All platforms will be kept up to date with relevant content.
3. Information should be consistent across all platforms.
4. All social media accounts shall be identified as belonging to the Hopkinton Town Library and shall include the library logo.
5. Chief Reference and Technology Services Librarian will make herself available to assist with social media needs.
6. Chief Reference and Technology Services Librarian will be responsible for the day to day maintenance of all social media platforms, responding in a timely way to requests for information and moderating postings as necessary.
7. The Library Director may close accounts at her discretion.
8. The Library is dedicated to the principles of freedom of speech and intellectual freedom. The general rule when deciding if a comment or posting needs to be deleted is that if it would be inappropriate in the library, it is also inappropriate on social media platforms. Staff members should remember that when using the library's social media platforms they are speaking for the library, not themselves.
9. Library staff shall remove any content or posts that violate this policy or any applicable law.
10. All posts or comments should be saved as screenshots prior to being removed. Physical threats should be reported to the police along with the screenshot and any information that is relevant

Approved by the Hopkinton Town Library Board of Trustees February 24, 2021