

Broome County Public Library Social Media Policy

Purpose

The purpose of the Broome County Public Library (“BCPL”) social media policy is to ensure promotion of library services, resources, and events to the public, and to assure a high standard of library service on social media platforms.

Definition

For the purposes of this policy, “social media” refers to any online platform open to the public, including but not limited to Facebook, Instagram, YouTube, etc.

Social Media Usage

Posts, comments, and/or shared content should inform library users about services, resources, programs, events, promote library use, and encourage dialogue between patrons and library representatives. Social media posts, as with all library media releases, should be positive in tone and should reflect the values and viewpoint of the library. Detailed instructions for posts can be found in the BCPL “Code of Conduct”.

Third-party posts

The Broome County Public Library is not responsible for the content of posts made by third parties, including patrons, reviewers, advertisers, etc. Public posts by third parties do not reflect the positions of the library, its employees, or Broome County.

The library reserves the right to delete public posts or comments if they include spam or advertisements; hateful or harassing speech, including but not limited to, speech based upon sex, race, color, national origin, religion, age, disability, or any other protected classifications set forth in the New York State Human Rights Law; obscenity; personal disparagement or defamation.

Appeal Process

Patrons who have had their content deleted or who been prohibited from participating on a BCPL social media page may submit a formal petition to the Library Director to have the decision reviewed. To do this, the patron must submit a written explanation—via email or traditional mail—as to why their content does not violate the BCPL Social Media Policy.

Email petitions should be sent to: josias.bartram@broomecounty.us

Mailed petitions should be addressed to:

Josias Bartram, Library Director
Broome County Public Library
185 Court St.
Binghamton, NY 13901

Upon receipt, the Library Director will review the appeal and provide a response via email or traditional mail within 10 business days. If necessary, the Library Director may confer with other Broome County staff, including the county attorney’s office, before deciding.