



Bernville Area Community Library

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Social Media Policy

Purpose

Bernville Area Community Library (“BACL”) recognizes the importance of establishing an online presence through the use of social media. This policy presents procedures and guidelines for BACL employees.

Through the use of social media, BACL seeks to:

- Engage with our service area of Bernville Borough, Jefferson Township and Penn Township as well as surrounding areas
- Promote library resources and events
- Increase the awareness of BACL library services

This Social Media Policy applies to any material or website created, used or maintained by BACL staff. Review of this policy will occur annually or as needed.

The creation and termination of social media accounts and platforms are determined by the director and Board of Trustees.

- All content is subject to editing or deletion
- All content will be monitored and updated on a frequent basis.
- Responses to public posts or messages will occur within 24 hours during the week and 48 hours on the weekends. This is subject to change based on emergency closings or holidays and vacations.
- Customer complaints should be handled with decorum. If necessary, the Board of Trustees may be included to handle a customer’s concerns.

Current and former BACL employees and trustees are prohibited from posting grievances, human resources related material, or any material deemed inappropriate or unprofessional. Posts will be removed immediately and reported to the Board.

When posting material and comments, staff will:

- Conduct themselves with professionalism
- Observe and abide by all copyright, trademark and service restrictions
- Not make statements about patrons or share sensitive or confidential information

Serving the Borough of Bernville and the Townships of Jefferson and Penn

- Not engage in political activities or private business
- Cite sources, check facts, acknowledge and correct errors, check spelling and grammar
- Ensure posts reflect positively on the library, staff, volunteers and services.

Content across all social media platforms will focus on the following, including but not limited to:

- Library events and updates
- Fundraisers
- Promotion of other libraries events
- Information on the Friends of BCPL events
- Highlighting our community partners
- Emergencies or notices affecting the library.

Violations of this policy will be reported directly to the Board of Trustees.

Public Use of Social Media

By utilizing and/or participating on BACL social media websites, you agree to adhere to this policy and the Internet Use Policy. When posting a comment, you agree to indemnify BACL, the BACL Board and staff from and against all liabilities, judgements, damages, and costs incurred by any of them that arise out of or are related to content posted.

BACL cannot guarantee a response to questions or comments on social media accounts. Responses will generally occur during regular business hours. If time sensitive, please contact the library.

All social media interactions will be regularly monitored and reviewed. BACL reserves the right to modify or remove messages or postings it deems as:

- Personal attacks, insults, or threatening language.
- Violent, abusive or offensive
- Obscene, indecent or profane
- Defamatory
- Spam
- Containing sensitive or personally identifiable information
- Encouraging illegal activity
- Discrimination based on race, color, religion, national origin, sex, disability, age, sexual orientation, gender identity, creed or ancestry
- Political campaigning and/or lobbying

BACL may also remove messages or postings if BACL determines that the content has become stale or irrelevant.

By posting on BACL sites, you expressly grant permission to BACL to use your name, profile picture, posted pictures, and the content of any posting you make without compensation.

BACL shall be granted the right to reproduce comments, posts, pictures, and messages in other public venues. All content will remain in context.

Messages and postings on BACL social media websites may be considered records subject to public access under the Right-to Know Law.

BACL reserves the right to terminate any social media accounts managed by BACL.

BACL reserves the right to ban or block users who have violated this policy on more than one occasion.

Users may report violations of this policy to the library director at baclstaff@berks.lib.pa.us or the Board of Trustees.

Adopted: December 2020. Reviewed and revised: November 2022