

W.H. Walters Free Public Library

Social Media Policy

Purpose

The W.H. Walters Free Public Library uses social media to inform the community about library services, programs, resources, and events; to promote reading and lifelong learning; and to encourage civic engagement.

This policy establishes guidelines for the management, use, and public interaction with the Library's official social media accounts.

Definition

For the purpose of this policy, "social media" includes all online platforms used by the library to communicate and interact with the public, such as Facebook.

Administration

The Library Director, or a designated staff member, is responsible for managing all official Library social media accounts.

Only authorized staff may post, edit, or remove content on behalf of the W.H. Walters Free Public Library.

Content Guidelines

Library social media content shall:

- Promote library programs, services, and resources.
- Share community information consistent with the W.H. Walters Free Public Library's mission.
- Reflect the Library's commitment to being a welcoming, inclusive, and nonpartisan public institution.

Content shall not:

- Endorse or oppose political candidates or ballot issues.
- Include personal opinions unrelated to library business.
- Contain obscene, defamatory, or discriminatory material.
- Violate copyright, trademark, or privacy laws.

Public Comments and Participation

W.H. Walters Free Public Library encourages respectful public discussion and welcomes comments on its social media pages. However, the Library reserves the right to hide or remove comments that include but are not limited to:

- Profane, obscene, or pornographic.
- Contain personal attacks, harassment, or hate speech.
- Are off-topic or spam.

- Promote commercial products, services, or solicitations.
- Violate privacy or confidentiality of patrons or staff.
- Violate any local, state, or federal laws.

Repeated violators may be blocked from posting.

Public Records and Retention

Posts, comments, and messages made or received on Library social media are considered public records under the New Jersey Open Public Records Act (OPRA) and may be subject to disclosure and records retention schedules in accordance with state law.

Privacy

The W.H. Walters Free Public Library does not collect, maintain, or share personal information from social media users unless required for library operations permitted by law. Users should be aware that social media platforms are third-party services governed by their own privacy policies.

Employee Use of Social Media

Employees representing the W.H. Walters Free Public Library online must do so professionally and in accordance with the library's policies on conduct, confidentiality, and ethics. Personal social media use must not imply official Library endorsement or affiliation.

Policy Review

This policy shall be reviewed at least every three years by the Library Board of Trustees or as needed to remain compliant with laws and best practices.

**Adopted by the W.H. Walters Free Public Library Board of Trustees
on January 12, 2026.**

Contact

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