

**ADAMS COUNTY LIBRARY SYSTEM**  
**140 Baltimore Street**  
**Gettysburg, PA 17325**

## **Social Media Policy**

The purpose of the social media policy is to ensure effective promotion of library services, resources, and events to the public, and to ensure a high standard of customer service on social media.

### ACLS Social Media Accounts

**Establishment and administration of social media accounts:** The Adams County Library System, its branches, and departments may establish social media accounts with the permission of the library director. For the purposes of this policy, “social media” refers to any online or mobile platform open to the public, including but not limited to Facebook, Twitter, Instagram, Yelp, LinkedIn, TikTok, etc.

The manager of a department or location may assign an employee or employees to manage social media accounts. The library may require a member of library management or IT to be added as account administrator in order to ensure continuity of access.

**Content of posts:** Posts should inform library users about services, resources, programs, events, promote library use, and encourage dialogue between users 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 rather than personal opinions. Detailed instructions for posts can be found in the “Social Media Guidelines” procedure document.

**Third-party posts:** The library is not responsible for the content of posts made by third parties, including customers, reviewers, advertisers, etc. Public posts by third parties do not reflect the positions of the library or its employees.

The library reserves the right to delete public posts or comments if they include spam or advertisements, hateful or harassing speech, obscenity, personal disparagement or defamation, or any other comment that violates the library’s code of conduct.

The Library asks that individual user complaints be addressed directly to the Library Administration so they can be addressed quickly and specifically. Social Media is not the mechanism used by the Library to document or address Library user problems and concerns, or influence Library policy, procedures, or programs. All complaints must be emailed to [adams@adamslibrary.org](mailto:adams@adamslibrary.org) and will be forwarded accordingly.

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