

Goffstown Public Library Foundation
Social Media Policy
Approved March 5, 2025

Purpose

The Goffstown Public Library Foundation (GPLF) recognizes that its social media and online presence shapes public thinking about and support for the organization. The GPLF Social Media Policy (policy) establishes standards and guidelines for the use of GPLF social media by GPLF directors and any other volunteers. The policy applies to all GPLF-utilized social media platforms. The policy is intended to protect the reputation of the GPLF, to ensure that social media is used in a way that is consistent with the mission of the GPLF, and to protect the privacy of the GPLF's stakeholders. The policy is focused on internal posts – those posts published on behalf of the GPLF using its own social media accounts or otherwise representing the GPLF.

Responsibilities of GPLF Directors, Generally

All GPLF directors are responsible for ensuring compliance with the policy and for the use of GPLF social media in ways that are consistent with GPLF mission and purposes. All directors are expected to report violations of the policy to the Chair or Vice Chair. All GPLF directors are encouraged to suggest topics or content for posts from time to time.

Access to Social Media Accounts and Responsibility for Posting

The Chair, the Vice Chair, and the Secretary will have access to the GPLF social media accounts. They may, at their collective discretion, provide credentials to one additional director. These four directors will share responsibility for maintaining the social media presence and for determining a posting schedule and assignments. The Chair or the Chair's appointee is responsible for routinely monitoring scheduled posts and all shared content to ensure policy and mission compliance. In the event of a conflict regarding any aspect of maintaining accounts, the Chair has the authority to determine the best immediate course of action and will bring issues or concerns to the full Board as appropriate. When one of the four directors leaves their role or at any point of potential compromise, the Chair will change permissions and login credentials to protect the GPLF's accounts.

Frequency and Types of Posts

Posts will be made on a monthly basis, minimally, and more frequently when a GPLF event or other timebound initiative is approaching. Posts will be shared on other Goffstown social media pages as deemed appropriate by the designated posters. Posts will typically fall into one of these categories: appeals for donations to the GPLF, announcements of GPLF events, follow-up and thanks related to events or appeals, information about the purpose and work of the GPLF and its support for the capital needs of the Goffstown Public Library, and, occasionally, promotion of GPL Friends and library events and resources. GPLF photographs from GPLF events may be shared on GPLF social media in accordance with implicit permissions.

Tone of Social Media Posts

The appropriate tone is professional, authentic, relatable, and pleasant. It is focused on communication and engagement, information-sharing, on being accurate and informative, and driving awareness of and financial support for the GPLF.

Branding

Any use of GPLF logos or names must be consistent and official across platforms and uses. The words *Goffstown Public Library Foundation* are most appropriate but may be shorthand to *the Foundation* or *GPLF* when used in a clear context. Logos must be one of those officially sanctioned by the GPLF Board.

Engaging and Sharing

Engaging with and sharing GPLF posts is encouraged and appreciated. Further, those responsible for GPLF social media will interact online with followers by liking or responding to comments in ways that drive engagement. Constructive feedback from followers is welcome.

Inappropriate or Unfortunate Posts and Solutions

Social media posts can go wrong in a number of ways: misspellings, factual errors, controversial opinions, poor taste, inappropriate images, defamatory or disparaging remarks, plagiarism, and other missteps that can represent the GPLF poorly. The Chair, or at the Chair's direction, the Vice Chair are responsible for directing corrective action, focused on the good reputation of the GPLF. Silence is preferred if GPLF representatives do not have all the facts, if an issue is not directly related to the GPLF's purpose, or a matter may have serious consequences.

Unacceptable Uses of GPLF Social Media

Unacceptable uses of GPLF social media include, but are not limited to, posting confidential or sensitive information; harassing, bullying, or threatening others; posting illegal or privileged content; posting copyrighted content without express permission of the copyright owner; and using social media to promote or solicit donations for personal businesses or for purposes other than the GPLF.

Enforcement

The Chair, or at the Chair's direction, the Vice Chair, is responsible for compliance with policy and for responding or directing responses to complaints, allegations, and other problems associated with GPLF social media accounts. Situations might include, for example, responses to negative comments or deleting a post, making an apology, or changing a director's social media privileges or credentials. Comments that are deemed inappropriate or off topic may be removed.

Policy and Performance Review

At one Board meeting annually, minimally, to be determined by the Chair, this policy and the performance of social media sites will be reviewed by the directors to identify any needed changes.

Transparency

The policy will be posted to the GPLF website. All directors are responsible for familiarity with the policy.

Last updated and approved: March 5, 2025