Web Site and Social Networking Policy
(March 18, 2002; May 18, 2009)

The Cumberland County Library System provides a web site that is an extension of the library's information resources and supports its mission to provide customers with timely, accurate sources of information. The library's web site is not intended to be open as a full or partial public forum.

The web site's primary audience is Cumberland County residents and taxpayers. The administrative office and each member library participate in the development and maintenance of the site. Each party is responsible for maintaining information unique to its institution. All web site pages and content are published in compliance with the Cumberland County Library System's Publishing and Style Guidelines.

The web site may include links to public interest information from non-profit organizations, educational institutions and government agencies, especially those that are unique to the local community. The web site may also include links to business and financial partners, Internet research tools or to sites that facilitate the public's access to commonly needed ready reference information. Links to business or financial partners, or commercial Web sites must be reviewed and approved by the system executive director. Links to commercial sites may be made when the library system has determined that sufficient authoritative information of interest to the public is available at no charge and a comparable non-profit, educational or government agency resource is not available.

Links that are placed on the web site must meet the following criteria:

1. Sites should originate from the creating or responsible institution, not a third party.

2. Material should be up-to-date, preferably with a creation or revision date and contact email address available.

3. Information should be verified if the source is unknown.

4. Sites maintained by individuals should be closely monitored.

5. When dealing with controversial topics, sites with differing points of view should be provided whenever possible.

6. Sites should be examined and reevaluated regularly for the quality and validity of information, access, design and currency of content.

Links that are placed on the web site must be regularly maintained and evaluated by the party that placed the link. Library staff will run link-checking software regularly to ensure that the links remain active and viable. At least annually, all links will be checked to ensure that the

content remains accurate, reliable, and timely. Sites that no longer meet the needs of library customers or that no longer meet the selection criteria will be removed.

Customer complaints or concerns about site content will be handled under the library's "Request for Reconsideration of Materials" policy.

Social Networking Sites

The Cumberland County Library System sponsors staff blogs, wikis, photo sharing, video sharing, tagged websites and other social networking sites to further its mission to meet the cultural, educational and informational needs of library users and community residents. The Cumberland County Library System's sponsored sites are also a place for the public to share opinions about library related subjects and issues. Comments are welcome and will be reviewed prior to publishing.

Social Networking Acceptable Use

The goals of Cumberland County Library System sponsored social networking sites are:

- To increase the public's knowledge of and use of library services;
- To promote the value and importance of the Library System's services among governing officials, civic leaders, and the general public; and
- To maintain open, professional and responsive communications with members of the public and the news media.

Publicly posted information will be professional and reflect positively on the Cumberland County Library System, its member libraries, staff, volunteers and services. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar before publishing any posts.

The Cumberland County Library System reserves the right not to publish any posting, or to later remove it.

Comments from the Public

Where moderation of comments is an available option, comments from the public will be moderated before posting by Cumberland County Library System designated staff editors. The Cumberland County Library System reserves the right to modify or remove any messages or postings that it deems, in its sole discretion, to be abusive, obscene, defamatory, in violation of the copyright, trademark right, or other intellectual property right of any third party, or otherwise inappropriate.

The Cumberland County Library System also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary.

Notwithstanding the foregoing, the Cumberland County Library System is not obligated to take any such actions, and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the service.

By posting a comment, individuals agree to indemnify the Cumberland County Library System, its officers and staff from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to the content posted by customers. Forums and messaging may not be used for commercial purposes or for organized political activity.

If an individual does not agree to these terms, the individual should not use the Cumberland County Library System sponsored sites as a violation of these terms may lead to legal liability.

Copyright

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