



## **Social Media Policy**

**Authority:** Library Board

**Date Created:** March 23, 2015

### **Purpose**

The purpose of this policy is to govern the publication and commentary on social media sites, including but not limited to blogs, wikis, and social networking sites such as Facebook, Twitter, and Youtube. This includes patron and staff use.

### **Policy Statement**

The East Gwillimbury Library regards online social media in the same way as its other information resources in accordance with East Gwillimbury's mission of promoting culture and literacy and access to resources and programs. As with more traditional resources, the Library does not act in place of or in the absence of a parent. The Library is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of this resource. The East Gwillimbury Public Library recognizes and respects differences in opinion.

Comments, posts and messages are welcome on the Library's social media sites, provided they do not contain:

- obscene or racist content
- personal attacks, insults, or threatening language
- potentially libelous statements
- plagiarized material
- private, personal information published without consent
- comments totally unrelated to the content of the forum
- hyperlinks to material that is not directly related to the discussion
- commercial promotions or spam
- organized political activity

All social media sites affiliated with the Library will be regularly screened. All postings which contain any of the above will be immediately removed and the poster barred from posting any messages to Library social media sites.

Patrons, partners or staff should not be cited or referenced without their approval, including by name, or any confidential details.

All Library social media sites shall adhere to applicable provincial, federal and local laws, regulations and applicable Library or Town policies. However, the Library cannot be held responsible for the policies specific to a particular third party site. Use of Library social media is conditional on the user's agreement to observe this policy. By continuing to use the application, the user indicates agreement to all requirements of this policy.

If any user does not agree to these terms, they are not to use the service, as violation of the terms can lead to disciplinary action.

### **Staff Use of Social Media**

Social media is an important tool that reaches a wide audience. Social media tools can connect the library with patrons and can be used for the following reasons:

- to inform and engage our community, using social media.
- to actively listen and respond to our customers; to share opinions and facilitate discussion about library related subjects or between patrons and staff.
- to market our services, programs and collections.
- build relationships by passing along content of others, including community partners, fellow libraries.

Employees are encouraged to avail themselves of the internet including using social media tools for the benefit of the library. This may include general research on work related issues, following social media as part of ongoing professional development, staff or user training, and participating in online forums. Assistance in setting up a social media account and their settings can be obtained from the Marketing Coordinator.

### **General Staff Rules**

1. Employees representing the Library via social media sites are expected to conduct themselves as representatives of the Library at all times and in accordance with the Library's *Code of Conduct*, the *Workplace Violence Prevention Policy*, and the *Workplace Harassment Prevention Policy*. Communications must be professional and posted information must be accurate.
2. Employees must be given permission by the Marketing Coordinator before posting comments to Library social network sites as an employee of the library.
3. Staff must respect Copyright laws, never quoting more than short excerpts of someone else's work, and always attributing such work to the original author/source.
4. Staff must observe the Library's standard of confidentiality (e.g. privacy legislation) when communicating electronically.

5. Any proposal by staff to use social media applications to expand library service or promote the library requires the approval of the Chief Executive Officer.

The Library is committed to meeting the needs of patrons with disabilities and will provide, upon request, alternate formats and communication supports, in compliance with the *Integrated Accessibility Standards Regulation, Ontario Regulation 191/11* and the *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)*.

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