

Brockville Public Library

Policy Type: Operational

Policy Number: 21

Policy Title: Social Media

Approval Date: September 2012

June 2016

Review Date: June 2019

General Policy

Social Media is defined as any web application, site or account created and maintained by Brockville Public Library (BPL) which facilitates an environment for Library employees and Library customers to share opinions and information about Library-related subjects or issues. BPL recognizes and respects differences in opinion.

Brockville Public Library provides online social media under the same guidelines as our other information services and in accordance with the Library's vision to be a vibrant community catalyst for culture, discovery and connections.

The following guidelines are based on the assumption that technologies and sites will change over time but core principles will not.

Guidelines

The Library's Social Media Presence

These guidelines are established for the use of social media applications specifically so that the disbursement of timely and accurate information is balanced with the Library's need to ensure that:

- social media content posted on behalf of the library is accurate, accessible, transparent and accountable.
- social media content does not violate individual privacy or conflict with other Library policies.
- the information provided through social media is in line with the Library's vision, mission, values and strategic directions.
- The use of social media does not compromise the image of the Library or the City of Brockville.

Social Media Account Management

The Library's social media accounts will be created, administered, monitored and updated by designated staff who will implement the guidelines in the Library's Social Media – 18, Employee Use of Technology 9 – 29 and other applicable policies.

Where possible, all Library social media accounts will display:

- the Library's logo.
- applicable contact information.
- a link to the Library's website.
- terms of use.
- notice that personal and other information contained within the Library's social media sites is subject to the Municipal Freedom of Information and Protection of Privacy Act and may be considered releasable under this legislation, and that the anonymity or confidentiality of the sender and any information contained with the correspondence cannot be presumed or relied on.

Social media accounts will be monitored and posted to in accordance with established internal social media procedures in order to:

- ensure that all content is appropriate.
- review posted comments and inquiries to determine if any action is required.
- identify opportunities to engage in social media use that would benefit the Library programs and/or service delivery.

Intended Goals

The use of social media is intended to support Library objectives that may include but may not be limited to:

- distributing information to the public quickly.
- increasing access to information for targeted audiences.
- sharing information and public notification during emergencies and changes in posted hours or programming.
- promoting Brockville Library events, programs and services.
- directing traffic to the Brockville Library website.
- encouraging discussion, engagement and comment.
- extending the reach of communications.
- humanizing our connections with the community.

Inquiries and Comments

- comments or inquiries directed to any Library social media account should be reviewed by the designated technology staff.
- if required, responses will be made in a timely manner.
- negative, sensitive or controversial comments or feedback directed to any of the social media accounts will be reviewed by the CEO to determine the best course of action.

Removal of Inappropriate Content

At all times the Library must respect the public and adhere to legislation that is designed to ensure a

respectful and inclusive environment. Inappropriate content will be removed. Examples include content that:

- provides personal information of individuals.
- promotes, perpetuates or fosters discrimination.
- is a personal attack on an individual or group.
- is profane, abusive, or sexually explicit.
- is commercial in nature and is attempting to advertise, promote or sell products or services of an individual or business outside of the Library.
- advocates for individual religion or religious service.
- does not comply with municipal, provincial or federal legislation
- is deemed inappropriate.

Accessibility

The Brockville Library is committed to accessibility and complies with the Accessibility for Ontarians with Disabilities Act. We facilitate delivery of accessible material through our social media.

Records Management

Most content posted to the Brockville Library's social media accounts is considered to be a transitory record and will not be retained by the Library.

Responsibility and Liability

As with our other resources, services, and facility use, the Library does not act in place of or in the absence of a parent or guardian. The Library is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of social media.

Permissions must be received before posting photographs and/or videos of individuals on any of the Library's social media sites. See Appendix A: Photo Release Form.

By posting content, the user agrees to indemnify the Library and its officers and employees 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 posted content. All users must agree to these terms, as violation of the terms can lead to legal liability.

Board Motion Number: 025 - 2012
023 – 2016

Date: September 17, 2012
August 22, 2016

Signature of Chairman _____

*Sources: City of Brockville Social Media Guidelines
St. Thomas Public Library*