

OP-15	SOCIAL MEDIA		
APPROVED	19 January 2022	EFFECTIVE	2015
AMENDED	2016, 2021	NEXT REVIEW	2026

1. PURPOSE

To guide and govern the Library's effective and efficient use of online and social media sites to extend a welcoming and safe service environment online in a manner which is consistent with the Library's mission, vision and values.

2. SCOPE

This policy applies to the Library Board and employees, and members of the public who interact through the Library's online and social media sites.

This policy is provided to help employees make appropriate decisions about what to post online. It applies only to work-related postings and is not meant to infringe upon personal interaction or commentary.

3. DEFINITIONS

Social Media – Online digital technologies and applications that enable people to easily communicate and share information.

4. GENERAL

- a. The Library uses social media as a means of engaging the community in library services and programs. Social media can help the Library disseminate information and programs, make information accessible to a wider audience, and participate in interactive conversations and general knowledge-sharing.
- b. The Library considers social media sites to be the same as other communications and service delivery channels. The same standards, policies, and guidelines apply to social media sites as all other forms of Library communication, and the same quality of service will be provided.
- c. The Library does not accept any responsibility for any content that appears on its online and social media channels that does not originate from the Library's employees.
- d. The Library will assess social media sites on a regular basis to decide whether to integrate a particular site into its virtual presence. It will also monitor and evaluate the efficiency and effectiveness of its existing social media sites to meet organizational objectives.
- e. The Library will develop risk management strategies to prevent and respond to potential issues and incidents in a timely, responsible and transparent manner.
- f. Being followed by the Library on any social media platform or having messages or content created by other parties shared on the Library's social media sites does not imply endorsement.
- g. The social media sites are provided by third-party vendors. Users are governed by these vendors' terms of use and end-user agreements, and the laws of the country where these vendors reside. The Library has no control over the collection and use of personal information by these vendors, and cannot be held liable for such use.

5. ROLE OF LIBRARY EMPLOYEES

- a. Social media is an extension of the Library's traditional communication channels, and Library employees are committed to high standards of ethical and professional communication.

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- b. The Library’s primary social media sites are maintained by the Programs & Community Outreach Librarian or their designate.
- c. As social media content is most effective when multiple voices contribute to the effort, the Library Board and employees are welcome to participate in representing the Library through social media sites under the leadership of the Programs & Community Outreach Librarian and/or the Chief Librarian, or their designees.
- d. Whenever possible, Library social media sites will link back to the Library’s website for further information.
- e. Employees must not share personal information, including name, address, photographs or videos, of Library users or employees on Library or personal social media sites without permission. Employees are responsible for following all privacy protection laws and policies, and must not post confidential information of any type.

6. POSTING ON SOCIAL MEDIA

- a. Comments, posts, and messages from the Library Board and employees, and the public are welcome on the Library’s social media sites. These posts must be made in accordance with the laws of Canada and the Library’s policies. They must respect copyright law and intellectual property rights, and must not contain illegal, actionable or criminal content.
- b. The Library’s social media sites may not be used to post:
 - ◆ Obscene or offensive content;
 - ◆ Personal attacks, insults or threatening language;
 - ◆ Potentially libelous statements;
 - ◆ Private, personal information published without consent;
 - ◆ Commercial solicitation, promotions or spam;
 - ◆ Organized political activity.
- c. Comments, posts, and message must be topically related to the contents of the Library’s social media site.
- d. By posting content, the user agrees to indemnify the Library and its officers and employees from and against all liabilities, judgments, damages and costs incurred by any of them which arise out of or are related to the posted content.
- e. The Library does not act in place of, or in the absence of, a parent. The Library is not responsible for enforcing any restrictions that a parent or guardian may place on a minor's use of social media.
- f. The Library reserves the right to edit or modify submissions when reposting or providing comment. The Library is not responsible for the reliability of content provided via links that are posted to our social media sites.

RELATED POLICIES

- VS-03 Protection of Privacy
- OP-06 Programs & Outreach
- OP-14 Communications Protocol