



# Leeds and the Thousand Islands Public Library Board

## Policy

<b>SECTION: OPERATIONAL</b>	<b>NO: OP-19</b>
<b>TITLE: Social Media</b>	<b>Date: October 2022</b>
	<b>Next Review Date: October 2025</b>

### 1.0 Policy Statement

- 1.1 This policy establishes acceptable practices for Leeds and the Thousand Islands Public Library staff who, in the course of their work, engage in the use of social media.
- 1.2 Social media is defined as any web application, site or account created and maintained by the Leeds and the Thousand Islands Public Library which facilitates an environment for library staff and library users to share opinions and information about library-related subjects or issues
- 1.3 The guidelines established in this policy are based on the assumption that technologies and sites will change over time but core principles will not.

### 2.0 The Library's Social Media Presence

- 2.1 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:
  - 2.1.1 social media content posted on behalf of the library is accurate, accessible, transparent and accountable.
  - 2.1.2 social media content does not violate individual privacy or conflict with other Library policies.
  - 2.1.3 the information provided through social media is in line with the Library's vision, mission, values and strategic directions.
  - 2.1.4 The use of social media does not compromise the image of the Library or the Township of Leeds and the Thousand Islands.

### 3.0 Participation in the Library's Social Media

- 3.1 All staff members may be called upon to assist in maintaining the Library's social media channels and developing content for social media.

- 3.2 Employees interested in engaging in social media on behalf of the Library must first seek approval or direction from the CEO.
- 3.3 Prior to posting content to the Library's social media channels employees must sign off stating that they have read this policy, ensuring that they understand the responsibilities outlined in this document.
- 3.4 Employees representing the Library via official social media outlets are expected to conduct themselves as representatives of the Library at all times and act in accordance with all Leeds and the Thousand Islands Public Library policies.
- 3.5 Library social media channels will be monitored during regular open hours. Library staff will attempt to respond to all inquiries in a timely manner, however contacting the Library by telephone or in person is recommended when time sensitivity is an issue. The Library assumes no responsibility for lack of service due to third-party related downtime or service disruptions.
- 3.6 All Library social media channels shall adhere to applicable provincial, federal and local laws, regulations and applicable Library policies. However, the Library cannot be held responsible for policies specific to third party sites.
- 3.7 Upon a staff member's departure from the Leeds and the Thousand Islands Public Library they will be removed from any administrative or editing role on the Library's social media channels.
- 3.8 Passwords will be changed no less than annually to ensure the security of Library social media accounts. In the case of a security breach or suspected security breach passwords will be changed immediately

#### **4.0 Guidelines for the Library's Social Media Presence**

- 4.1 Where possible, all Library social media accounts will display:
  - 4.1.1 the Library's logo.
  - 4.1.2 contact information for the Library, including telephone numbers and general inquiries email address.
  - 4.1.3 a link to the Library's website.
  - 4.1.4 a 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.

#### **5.0 Guidelines for Social Media Content**

- 5.1 Content for social media should be generated on a regular basis, using the Library's Social Media and Marketing Guidelines.
- 5.2 Where possible the Library's branding should be included on social media marketing material.
- 5.3 The Library's social media should be used to:
  - 5.3.1 Promote the Library's collections and services;

- 5.3.2 Promote Library Programming and share programming calendars/schedules;
  - 5.3.3 Encourage engagement and discussion with the Library;
  - 5.3.4 Distribute information to the community quickly, and share information and public notices during emergencies;
  - 5.3.5 Notify the community of changes to posted hours or service level disruptions;
  - 5.3.6 Share community information provided by established community partners and the Township of Leeds and the Thousand Islands
- 5.4 The Library will make available professional tools for generating graphics and marketing material for social media.

## **6.0 Guidelines for Removal of Inappropriate Content**

- 6.1 Content containing any of the following will not be allowed on the Library's social media channels (this includes posts by staff and members of the public):
- 6.1.1 Obscene language or sexual content;
  - 6.1.2 Content that promotes, fosters or perpetuates discrimination;
  - 6.1.3 Personal attacks, insults or threatening language;
  - 6.1.4 Slanderous or defamatory remarks or potentially libelous statements;
  - 6.1.5 Confidential patron or staff information;
  - 6.1.6 Comments not related to the content of the forum;
  - 6.1.7 Content that does not comply with municipal, provincial or federal legislation.
  - 6.1.8 Promotion of political candidates; and
  - 6.1.9 Promotion of commercial services or products, other than sponsors, affiliations, or partnerships supported by the Library.
- 6.2 The Library reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
- 6.3 The Library reserves the right to block access from any party who repeatedly submits materials or comments that are deemed inappropriate by the Library

## **7.0 Guidelines for Records Retention**

- 7.1 Content posted to the Leeds and the Thousand Islands Public Library's social media accounts is considered to be a transitory record and will not be retained by the Library.

## **8.0 Statement of Responsibility**

- 8.1 It is the responsibility of Library Staff to:
- 8.1.1 Ensure that social media channels are updated regularly;
  - 8.1.2 Ensure that any prohibited content, as outlined in 6.1, is removed from the Library's social media pages in a timely manner;
  - 8.1.3 Regularly monitor the Library's social media channels during open hours and respond to inquiries received via social media in a timely manner;
  - 8.1.4 Report any security breach or suspected security breach to the CEO or designate immediately; and

8.1.5 Ensure that all messages sent through social media adhere to the Library’s Privacy and Access to Information Policy (OP-03) and Canadian Anti-Spam Legislation Policy (OP-04).

8.2 It is the responsibility of the Library CEO to:

8.2.1 Ensure all staff act in compliance with this policy;

8.2.2 Act as an intermediary between the Library and third-party vendors;

8.2.3 Ensure that social media passwords are changed in accordance with 3.8; and

8.2.4 Maintain procedures and best practices for staff training purposes.

8.3 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.

**Related Documents:**

History			
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