

Social Media Policy

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| Policy Section: Programming | Policy Number: Prog - 6 |
| Approved Date: June 20, 2016 | Motion # 10.1.1 |
| Supersedes: None | Motion # |

General

This policy sets out how the Bradford West Gwillimbury Public Library (BWGPL) uses its online and social media channels to meet service objectives consistent with the Library's mission, vision, corporate values and strategic plan.

The Social Media Policy will:

- foster the effective and efficient use of online and social media to support excellence in customer service;
- outline expectations for members of the public and staff for participation in online and social media channels;
- minimize risks by setting out guidelines for use and participation.

The Library recognizes that it should support staff by outlining clear expectations around access and use of personal social media accounts as it relates to their employment with the Library.

Application

Bradford West Gwillimbury Public Library considers online and social media channels to be equivalent to other communications and service delivery channels. The same standards, policies, and guidelines apply to online and social media as all other forms of Library communication, and the same quality of service will be provided.

This policy applies to the Library's online and social media channels, including but not limited to blogs, social networks and online communities, websites and mobile applications.

This policy applies to all Library staff, authorized external contributors, and members of the public who interact through the Library's online and social media channels.

Roles and Responsibilities

Communications Committee

The Communications Committee will manage and oversee the Library's online and social media efforts to ensure that best practices are applied and that messaging and branding are consistent with the Library's strategic goals.

The Communications Committee or its designated representatives will be responsible for:

- planning, implementing and evaluating the Library's social media efforts;
- developing an on-line presence;
- coordinating, managing and monitoring online and social media accounts;
- working with Library staff to coordinate, develop and distribute content and responses to inquiries through the Library's social media accounts; and,
- acting as an expert resource on social media, advising staff on the most appropriate tools, strategies and tactics to achieve strategic communications goals.

Library Staff

Through their presence in BWGPL's online communities, Library employees facilitate communication, provide information services, and offer customer service. They are the content and information experts in their areas and they have the most knowledge of the programs, services and initiatives in the Library.

- It is the employee's responsibility to ensure that communication on behalf of the Library should be based on current, accurate, complete, and relevant data.
- Postings, comments and all online content for work-related purposes, whether on our channels or those belonging to others, should reflect the mission and values of the Library, and adhere to the guidelines and best practices outlined by the Bradford West Gwillimbury Public Library.
- Social media content created by an employee as part of his or her employment responsibilities is the property of the Library and not the employee.
- An employee who becomes aware of any content on a BWGPL channel that contravenes this policy or the Library's Terms of Use must report it to the Communications Committee or a supervisor in a timely fashion.
- Employees are encouraged to promote BWGPL on personal social media accounts as appropriate, but they are not required to use these accounts for work-related purposes and activities.

- When using social media for personal use and when identifiable as a Library employee, staff must be aware of their role in the organization and the potential impact of their communications on the brand, reputation and service values of Bradford West Gwillimbury Public Library and act appropriately and with good judgment.

Members of the Public

The Bradford West Gwillimbury Public Library encourages all members of the public to contribute to the vibrant, dynamic, and interactive spirit of BWGPL's online and social media channels and communities. Comments, posts, messages and creative content are welcome, providing they are in keeping with the Library's mission, vision, service values and policies. Contributions must comply with the Library's Terms of Use and the Library's Rules of Conduct.

The Library may solicit specific types of user content to showcase online, and the Library will determine, in its sole and unfettered discretion, what content will be showcased. By contributing, users agree to the Library's Terms of Use. It is the responsibility of the user to ensure that they have the right to contribute this material and the user will bear full responsibility if they infringe the rights of anyone else.

The Library does not restrict access to online communication for children and youth. Parents and legal guardians are responsible for monitoring and/or limiting the use of BWGPL's online and social media channels by their children.

Related Policies and Legislation

Access Policy ACC-01

Respectful Workplace Policy HR 07-001

Code of Ethics Policy HR 07-002

Internet Access Policy P&S-01

Confidentiality of Library Borrower Information Policy P&S-02

Rules of Conduct Policy Prop-01

Copyright Act

Ontario Human Rights Code

Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)

The Bradford West Gwillimbury Public Library welcomes your participation to support the vibrant, dynamic, and interactive spirit of the Library's virtual community. Your comments, posts, messages and creative content are welcome on all online and social media channels affiliated with the Library provided they encourage a respectful dialogue and comply with these Terms of Use and the Library's mission, values and policies.

Content Posted by the Public

You are responsible for any content you post. Be respectful and refrain from personal comments on other contributors, people mentioned in the posts, or other commenters. Take on the idea, not the messenger. The Library reserves the right to delete, remove, or not accept, any content you submit that the Library believes, in its sole and unfettered discretion, is objectionable or that:

- may be unlawful, harmful, threatening, abusive, harassing, defamatory, vulgar, obscene, libelous, hateful or discriminatory;
- impersonates any person or entity, or falsely states or otherwise misrepresents your affiliation with a person or organization;
- may infringe another person's intellectual property rights, including copyright;
- is personal information published without the consent of the person to whom the information relates;
- is unrelated to the content of the relevant channel;
- links to material that is not directly related to the discussion on the relevant channel;
- is commercial promotion or spam;
- violates any law or material not in keeping with the safe and welcoming environment of the Library.

While the Library will attempt to remove or edit any such objectionable content, it may not be possible to review all content immediately. Therefore, you acknowledge that all content submitted, other than content submitted by, or on behalf of the Library, expresses the views and opinions of the person submitting it and the Library bears no liability for the content. In accordance with the Library's policies and procedures, the Library may take appropriate action in response to incidents up to, and including, legal action.

The content you submit to a channel remains your property, but by submitting it, you give the Library an ongoing license to use, reproduce, publish, display, distribute, transmit, modify, adapt and create derivative works of, such content without payment of any compensation to you. You also waive any moral rights you may have in any content you submit. This license continues even if you stop using the relevant social media channel.

You also agree that you will respect the intellectual property rights of others when using the channels, and represent that you have all of the necessary rights to grant the Library this license for all content you submit.

You agree to indemnify and hold the Library, and its officials and employees, harmless from any claim or demand, including reasonable attorneys' fees, made by any third party due to or arising out of your violation of these Terms of Use or your violation of any rights of another through your use of social media.

We remind you to protect your personal information and that any questions or concerns regarding your Library account details should be made in person or by telephone and not shared publicly through our social media channels. This includes, but is not limited to, your Library card number, email address, telephone number and any other confidential information.

Content Posted by the Library

All content contributed by, or on behalf of, the Library to its channels, remains the property of the Library. In order to reproduce this content, you require permission from the Library, except that you are permitted to:

- download and print copies of the content for your personal and non-commercial purposes; and
- place links to channels on your own websites or on social media.

Links to Third Party Sites

A Library channel may contain links to other sites not maintained by or related to the Library. Such links are not sponsored by, endorsed or otherwise affiliated with the Library or its products and services. The Library may not have reviewed all of the sites linked to a channel and is not responsible for the content of any off-site pages or links to any other sites. Viewing all other sites is at your own risk.

Disclaimers

Use of and browsing is done at user's own risk. The Library shall not be liable for any damages arising out of your access to, or use of, or browsing or uploading content including, without limitation, damage to, or viruses that may infect, your computer equipment or other property as a result of such use or access. Without limiting the foregoing, all content is provided to you "AS IS" without warranty of any kind, either expressed or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

Reporting Inappropriate or Harmful Content

To report posted inappropriate or harmful; content or a comments made on the Library's social media accounts, please send a link or screenshot of the instance to bwgmailbox@bradford.library.on.ca

Legal Jurisdiction

These Terms of Use are governed and interpreted under the laws of the Province of Ontario and any action arising in respect to the application of these Terms of Use or use of a channel shall be within the exclusive jurisdiction of the courts of that province.