

Title Social Media Policy

Policy Number CPL-17-19

Policy Type Operating

Approval Date June 19, 2023

Review Date June 2025

Notes Initially adopted June 19, 2017 and revised June 17, 2019 and June 21, 2021



Purpose

Caledon Public Library's (CPL) online presence contributes to its official corporate communications with the public through text, photos, video and audio files shared via tools such as blogs, social media networks, content sharing platforms, as well as the new technologies and channels which are constantly emerging. The Library's online catalogue also encourages the sharing of community-contributed content. Effective use of social media aligns with strong business practices, encourages information sharing and community dialogue and is a viable means to promoting and achieving the goals and objectives identified in the Library's strategic plan.

The same standards, policies and guidelines apply to online and social media as all forms of Library communications. This policy is meant to provide clarity and guidance to the unique considerations associated with online and social media channels and works in collaboration with relevant legislation and all relevant Caledon Public Library policies and procedures. This social media policy applies to all Library staff and Board members, as well as members of the public who interact through CPL's online and social media channels.

Guidelines

Caledon Public Library will use social media channels to extend the Library's welcoming environment and provide a venue for communication between customers, partners and library staff in a manner that is consistent with the Library's mission, vision and service values. Social media channels also act as a means of delivering program content virtually.

In keeping with the Library's policies on the *Rights and Safety of Children and Youth (CPL-16-08)* and *Internet and Technology Acceptable Use (CPL-15-02)*, the Library is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of these communications.

Roles and Responsibilities

Staff

Postings, comments and online content should reflect the mission and values of CPL and adhere to the guidelines and best practices outlined for staff by the 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.

Staff is encouraged to promote CPL on personal social media accounts as appropriate. When using social media for personal use and when identifiable as Library staff, employees must be aware of guidelines for staff and the potential impact on the brand, reputation and values of Caledon Public Library.

When using social media platforms other than those belonging to CPL for work-related purposes, employees are expected to comply with the applicable terms and conditions of use.

Failure to adhere to this policy may lead to disciplinary action up to and including termination for just cause and/or legal action.

Library Board

In keeping with the requirement that the Library Board communicate in one voice and that the Chair or CEO/Chief Librarian shall act as the official spokesperson for the Library, Caledon Public Library's official media channels will be used in communicating messages or responding to issues on behalf of the Board.

As per the *Caledon Public Library Advocacy Policy (CPL-17-17)*, "all Board members are encouraged to promote the value of the Caledon Public Library and its impact on the community by sharing unedited stories and relevant information about library programs, services and relevance, as initially published by CPL, across their personal and social media networks". Members are also encouraged to participate in social media networks created by organizations and/or individuals as part of ongoing professional development and research of Board related issues – for example the "following" of other public libraries or library organizations.

Board members using social media for personal use should consider that they may be identified as a Library Board member by name, photograph or the content of posts and that any personal opinions expressed may be misinterpreted as those of the Board.

If identified and/or challenged by a member of the public, Board members should make it clear that the views they express during their personal social media use are their own and do not necessarily reflect the Board's position. Unless authorized by the Board or Chair to use social media on the Board's behalf, Board members shall not represent the Board or engage the members of the public on behalf of the Board. Rather, such online interactions should be referred to the Library's official channels. The CEO/Chief Librarian and Manager of Communications and Community Development should also be advised of any feedback or requests for further information or assistance shared in any online forums or groups of which the Library is not a member.

Members of the Public

Caledon Public Library encourages members of the public to contribute to the dynamic and interactive spirit of CPL's online and social media channels through comments, posts and messages, provided they are in keeping with the Posting Guidelines referenced below.

Violation of this policy will result in the removal of content and the user may be blocked from posting any subsequent messages on Library social media platforms. Violation of this policy may also result in loss of library privileges and criminal prosecution by appropriate authorities.

Authorized External Contributors

CPL may also occasionally invite Authorized External Contributors to provide content to selected Library social media channels. Acting on behalf of the Library, these Contributors play an important role in building CPL's online community and maintaining a welcoming and supportive environment. As such, all invited Contributors are to adhere to the guidelines of this policy and additional best practices as documented for staff.

Content

Posting Guidelines

Caledon Public Library promotes the free exchange of ideas while protecting personal information and rights. Respectful and relevant public feedback is welcomed, regardless of whether it's favorable or unfavorable to the Library. However, content, comments or links containing any of the following will not be allowed on Library social media channels. This includes comments by Library staff, Board members, or members of the public.

- a) Comments not topically related to the particular site, posting or blog article;
- b) Content in violation of the Library's adopted *Employee Code of Conduct* or the Town of Caledon's procedures as they relate to *Harassment and Discrimination in the Workplace and Workplace Violence*;
- c) Slanderous or defamatory remarks, obscene or hateful language or sexual content;
- d) Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender expression, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- e) Content that could reasonably be perceived as obscene;
- f) Content that promotes or condones violence;
- g) Personal attacks, insults or threatening language;
- h) Potentially libelous statements;
- i) Promotion of commercial services or products other than sponsors, affiliations, or partnerships supported by the Library;
- j) Promotion of political candidates;
- k) Promotion of illegal activity;
- l) Information that may compromise the safety or security of the public or public systems;
and,
- m) Private, personal information published without consent including confidential customer or staff information.

The Library reserves the right to restrict or remove any content that is deemed in violation of this or any other Library policy or applicable law. Further, if any party repeatedly submits materials or comment that is deemed inappropriate by the Library, the Library reserves the right to block access from that sender.

All Library social media channels 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.

The Library assumes no liability regarding any event or interaction that takes place by any participant in any library-sponsored social media platform and does not endorse or review content outside the “pages” created by Caledon Public Library.

All content provided by users for inclusion on CPL’s online catalogue or social media channels may be used and reproduced as the Library sees fit. By contributing content, users agree that the Library has the right to use, reproduce and modify such content, while retaining the intent of the original post, without making payments to the contributor. It is the responsibility of contributors to ensure that they have the right to contribute the material and they will bear full responsibility if they infringe the rights of anyone else in such material.

CPL prohibits the use of its social software applications for any purpose which would contravene any legislation or government regulation, or which might create civil liability by the user or the Library Board to any person.

Risk Management

Social media channels allow for dynamic and interactive communications that present both opportunities and risks. This policy, along with guidelines and training for staff, is intended to prevent communications that have the potential to harm the brand and image of Caledon Public Library.

The Library will engage in best practices for managing social media channels, including:

- requiring approval of the CEO/Chief Librarian prior to establishing channels
- creating policies, guidelines and best practices to assist employees in the effective and appropriate use of social media
- regular monitoring of channels
- training staff prior to use of CPL’s social media channels
- posting and enforcing CPL’s social media policy
- placing disclaimers on all of the Library’s social media channels

Sample Disclaimer - This forum is a place of discussion, information and news about the programs, services and collections of the Caledon Public Library. Your opinions and feedback are welcomed so long as they are presented in an objective and respectful way and are in keeping with the guidelines and terms identified in our Social Media Policy.

If an incident occurs, the Library will investigate and provide an appropriate response in a timely manner which may include:

- issuing a response, correction or apology;
- deleting a post;
- investigating similar or related incidents to prevent repeat incidents;
- pursuing legal advice and/or action;
- applying CPL's relevant policies;
- applying human resources procedures including disciplinary action; and,
- reviewing incidents for future preventive measures or improved response.

Contravention of Policy

The Caledon Public Library Board reserves the right to remove the privileges of any library user found in contravention of the Caledon Public Library Board's policies.

Failure to comply with this *Social Media Policy* or other library policies may result in consequences deemed by library staff to be appropriate to the behaviour. Consequences may include: a warning; restriction or removal of social media content; blocked access to CPL social media channels; suspension of library privileges; prohibition from the library building and premises by way of issuing a Notice of Trespass; and/or laying criminal charges.

Appeal Process:

An appeal or application for re-instatement may be submitted, in writing, to the CEO and Chief Librarian. Library privileges are not automatically re-instated. Only one appeal will be considered during the term of the suspension.

Office of the CEO and Chief Librarian
Caledon Public Library,
150 Queen Street South
Caledon East, ON L7E 1E3
ceo@caledon.library.on.ca

Related Documents:

- CPL-15-01 Privacy Policy
- CPL-15-02 Internet and Technology Acceptable Use Policy
- CPL-16-08 Rights and Safety of Children and Youth in the Library
- CPL-16-10 Board Code of Conduct
- CPL-16-11 Public Code of Conduct
- CPL-17-17 Advocacy Policy
- CPL-17-20 Staff Acceptable Use of Technology