



SUBJECT: COMMUNITY - SOCIAL MEDIA POLICY

Policy No: 2017-17

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PURPOSE

The purpose of this policy is to define for our community, the parameters of using social media for those who access social media while connected to the Library or who communicate with the Library via social media.

POLICY

Application

This policy applies to all non-Innisfil Public Library personnel who communicate with the Library and/or Library Staff via social media, or who use social media while connected to Library facilities, either physically or virtually.

Definitions

Social media is defined as any facility for online publication, participation, interaction and commentary, including without limitation: blogs, wikis, and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, Picasa, Pinterest and YouTube; the library website interactive components including blogs and Bibliocommons; forums and discussion boards, e.g. Google Groups; online encyclopaedias, e.g. Wikipedia; and any other websites that allow individual users or companies to use simple publishing tools, e.g. wikis.

General

Innisfil Public Library is committed to using social media technology to provide a venue for shared information resources with our customers and partners and providing a means for meaningful communication between customers, partners and Library Staff. These web applications, sites or accounts are created and maintained by Innisfil Public Library to facilitate an environment for Library Staff and library users to share opinions and information about library-related subjects or issues, as well as community information and activities. These forums are intended to promote the free exchange of ideas while protecting personal information and rights.

Objectives

- Extend the reach of Innisfil Public Library's online message, thereby improving relationships with library customers, potential customers and key influencers.
- Provide an interactive, real-time platform using an informal/human voice to engage in dialog.
- Provide simple methods for customers to provide feedback and seek assistance.
- Provide wide-ranging entry points to our services and collections.
- Provide leadership and credibility, enhancing Innisfil Public Library's strong reputation online.
- Demonstrate our commitment to and understanding of emerging media/technology.

Guidelines

Innisfil Public Library regards online social media in the same way as its other information resources in accordance with its mission of serving Innisfil's needs for learning, literacy and community connections. As with more traditional resources, the Library does not act in place of or in the absence of a parent. The Library is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of this resource.

In addition to the general rules respecting the use of the Library, the Innisfil Public Library prohibits the use of its social media 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. For example, the Ontario Human Rights Code prohibits certain forms of discrimination and harassment of other individuals or groups, and the Criminal Code of Canada includes prohibitions against child pornography, obscenity, hate literature, sedition and literature for illicit drug use. An example of civil liability is the law of libel and slander. No effort has been made to be exhaustive in giving the above examples. Users are reminded that ignorance of the law is not an excuse. Use of the Library's social media is conditional on the user's agreement to observe this policy. By continuing to use the application, the user indicates agreement to all requirements of this policy. Comments, posts and messages are welcome on Innisfil Public Library social media sites, provided they do **not** contain:

- Personal attacks, insults, or threatening language which may promote, perpetuate or foster discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, nationality, physical or mental disability or sexual orientation;
- Profane or abusive or threatening language;
- Plagiarized or Copyrighted material, or any images or text which violate the legal ownership interest of another party;
- Private, personal information published without consent;
- Commercial promotions or spam;
- Sexually explicit content or links to sexually explicit content;
- Content which could be perceived as proselytizing;
- Content for the purposes of promoting a candidate for municipal, provincial or federal election;
- Illegal activity or encouragement to break the law;

- Information or actions that compromise the safety or security of the public or public systems.

All social media sites affiliated with the Library will be regularly screened by library employees. All postings which contain any of the above will be immediately removed and the poster barred from posting any subsequent messages to Library social media sites, at the discretion of Staff.

The Innisfil Public Library does not verify the accuracy, truthfulness or reliability of any information posted by users, nor any opinions or confirmation of credentials of any user. Links to external pages are provided for the convenience of users and no responsibility is assumed by Innisfil Public Library for content provided by external websites linked to from these pages. The Innisfil Public Library does not endorse any business, advertisement, goods or services and will not be held responsible for any claims arising in that respect.

Notwithstanding the criteria listed above, the Library reserves the right to post, refuse to post or remove any content at any time, without notice.

By posting content, the user agrees to indemnify Innisfil Public 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. Forums and messaging may not be used for commercial purposes or for organized political activity.

If any user does not agree to these terms, they are not to use the service, as violation of the terms can lead to legal liability.

Approved by the Innisfil Public Library Board, October 16, 2017
Motion #2017.76

Supersedes Policy #2013.09, approved June 17, 2013, Motion #2013.71