



SUBJECT: COMMUNITY - SOCIAL MEDIA POLICY

Policy No: 2021-20

Date: November 15, 2021

Review Date: November 2025

Pages: 6

PURPOSE

Innisfil ideaLAB & Library will use online and social media channels to extend the Library's welcoming and supportive service environment online in a manner which is consistent with the Library's mission, vision and services values.

This policy sets out how Innisfil ideaLAB & Library will use online and social media channels to address service objectives in a manner that is consistent with the Library's mission, vision and service values. 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, staff, and authorized external contributors for participation in online and social media channels;
- minimize risks by setting out guidelines for use and participation.

The policy sets out requirements and provides guidance to Innisfil ideaLAB & Library employees, authorized external contributors, and members of the public who engage in the Library's online and social media channels by outlining requirements for content, roles, responsibilities, legal obligations for contributors and a risk management strategy for the Library.

POLICY

Application

The Social Media Policy applies to the Library's online and social media activities, 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. The same standards, policies and guidelines apply to online and social media as all other forms of Library communication. Library staff will strive to create a social media presence that is consistent with the Library's vision, mission and core values.

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 Library policies and procedures, such as the Rules of Conduct and the Staff Code of Conduct.

Definitions

Authorized external contributor - Individuals not employed by the Library who are engaged by the Library to contribute to library programs, services or events, including but not limited to: writers-in-residence, authors, community partners and entrepreneurs. Authorized external contributors who are invited to participate in the Innisfil ideaLAB & Library's online and social media channels on behalf of the Library have an important role in maintaining a welcoming and supportive environment on the Library's online and social media channels, which can be done by adhering to Library guidelines.

Personal Information - Recorded information about an identifiable individual. Personal information does not include the name, title, contact information or designation of an individual in a business, professional or official capacity.

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, Instagram, TikTok, 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.

User Generated Content - Original content created by a user of Library online or social media channels, and uploaded to the Library's online and social media channels, including, but not limited to: stories, poems, videos, graphic novels and drawings.

Objectives

Online communication and service delivery are essential to support the Library's mission to serve the community's need for learning, literacy and community connections. The effective use of social media reflects the Library's service values and commitment to excellent and responsive public service. These platforms are intended to promote the free exchange of reliable, accurate information, while protecting personal information and rights.

The Library considers online and social media channels in the same manner as 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.

The Library supports the responsible and effective use of online and social media for Library purposes, including:

- engaging in promotion, outreach, awareness raising and branding;
- delivering information and other Library services;
- improving and supporting customer service excellence;
- supporting media and public relations activities;
- providing a platform for Library partners to share information;
- promoting accessibility for all.

The Library does not accept any responsibility for any content that appears on its online and social media channels that does not originate from Innisfil ideaLAB & Library employees or authorized external contributors.

To ensure that the Library leverages the potential of online and social media while managing the inherent risks, the Library will post Terms of Use with requirements for participation and content, including:

- the Library's right to alter, amend or remove content that does not comply with the Library's Terms of Use;
- a Library contact for complaints and inquiries;
- guidelines and expectations for all contributions on the Library's online and social media channels;
- guide members of the public to the appropriate communication or service channel and indicate expectations for service delivery and response;
- provide guidelines and/or training for all staff and authorized external contributors

- who contribute through the Library's online and social media channels;
- monitor and evaluate the efficiency and effectiveness of online and social media channels in meeting organizational objectives;
- develop risk management strategy to prevent and respond to potential issues and incidents in a timely, responsible and transparent manner.

Guidelines

Social media provides a forum for promoting the free exchange of ideas which the Library will continue to encourage. However, content that contravenes our Rules of Conduct, the Ontario Human Rights Code, the Criminal Code of Canada, Copyright Act, Freedom of Information and Protection of Privacy Act or any other legislation will be removed immediately. The Library reserves the right to edit or modify submissions when reposting or providing comment. Being followed by the Library on any social media platform or content posted by other parties on Library social media channels does not imply the Library's endorsement. Use of Library social media channels is conditional on the user's agreement to observe this policy. By continuing to engage on the Library's social media, the user indicates agreement to all requirements of this policy.

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.

Comments, posts and messages are welcome on Innisfil ideaLAB & 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 age, ancestry, colour, race, citizenship, ethnic origin, place of origin, creed, disability, family status, marital status, gender identity, gender expression, receipt of public assistance, record of offences, sex (including pregnancy and breastfeeding), 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. Staff will continuously monitor social media activity and will actively respond to social media inquiries during regular business hours. All postings which contain any of the above will be immediately removed and the poster banned from posting any subsequent messages to Library social media sites, at the discretion of Staff.

The Innisfil ideaLAB & 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 ideaLAB & Library for content provided by external websites linked from these pages. The Innisfil ideaLAB & 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 ideaLAB & 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.

All content contributed by, or on behalf of, the Library to its online and social media channels, remains the property of the Library. In order to reproduce this content, permission is required from the Library, except that the content may be reproduced in accordance with the Terms of Use.

Legislation

Federal Legislation

Copyright Act (R.S., 1985, c. C-42) as amended.

Provincial Legislation

Ontario Human Rights Code (R.S.O. 1990, c. H. 19, s. 5 (1) as amended.

Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M. 56 as amended.

Related Policies:

Internet Service Policy

Rules of Conduct Policy

Staff Code of Conduct Policy

Community Information and Display Policy

Approved by the Innisfil Public Library Board, November 15, 2021

Motion #2021.86

Supersedes Policy #2017-17, approved October 16, 2017, Motion #2017.76 &
Policy #2013.09, approved June 17, 2013, Motion #2013.71