

GREY HIGHLANDS PUBLIC LIBRARY

Policy Type: Operational

Policy Number: 42-14

Policy Title: Social Media Policy

Policy Approval Date:
Oct.15,2014

Chairperson's signature:



Policy Review Date:

Section 1: Purpose

This policy sets out how Grey Highlands Public 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 Grey Highlands Public Library (GHPL) 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.

Section 2: Definition

Social media are defined as any web applications, site or account created and maintained by the Grey Highlands Public Library (GHPL) which facilitates an environment for library staff and library users to share opinions and information about library-related subjects or issues. GHPL's 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.

Section 3: Principles

We are committed to:

- Responding to questions and concerns as quickly as possible
- Maintaining the highest levels of accuracy, objectivity, and impartiality in the information that we communicate
- Respecting the privacy and anonymity of those with whom we communicate

GREY HIGHLANDS PUBLIC LIBRARY

- Respecting freedom of speech and difference of opinion while protecting staff and users from offensive, abusive, or otherwise inappropriate speech
- Providing accessible and inclusive services

We expect the following from those who use our social media services:

- Show courtesy and respect to GHPL staff and other users
- Adhere to all levels of government legislation including the Ontario Human Rights Code

Section 4: Policy

The Grey Highlands Public Library regards online social media in the same way as its other information resources in accordance with its mission of enriching the community by providing and developing comprehensive public library and information services to Grey Highlands' residents and visitors, creating the library as the community's place to connect, explore and learn.

Content Posted by the Library

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, 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 on your own websites or on social media.

Due to the lack of ownership of content and the unstable nature of social media channels, GHPL will archive images and video locally in order to ensure the preservation of data.

Content Posted by the Public

You are responsible for the content you post to GHPL's website or online and social media channels. All content provided by users for inclusion on GHPL's website or online and social media channels may be used and reproduced as the Library sees fit. The Library may solicit specific types of user content to showcase online, and the Library may determine, in its sole and unfettered discretion, which of such content will be showcased.

The content you submit 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

GREY HIGHLANDS PUBLIC LIBRARY

you submit. This license continues even if you stop using the relevant that particular online or social media channel.

By contributing content, users will agree through the Terms of Use that the Library has the right to use, reproduce and modify such content 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.

In addition to the general rules respecting use of the library, the Grey Highlands 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 GHPL 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 GHPL social media sites, provided they do not contain:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam

All social media sites affiliated with the Library will be regularly screened by library employees. In the event that an issue or an incident occurs, GHPL will investigate the matter and take appropriate action, which may include one or more of the following:

- Removing postings or comments immediately;
- Barring the poster from posting any subsequent messages to Library social media sites;
- Issuing a response, correction, or apology;

- Pursuing legal advice and/or action;
- Excluding patrons from use of Library facilities, depending on the seriousness of the incident;
- Applying human resources procedures, including disciplinary action up to and including dismissal;
- Reviewing incidents to determine if preventive measures or the Library's response could be improved.

By posting content, the user agrees to indemnify GHPL 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. The Library does not accept any responsibility for any content that appears on its online and social media channels that does not originate from Grey Highlands Public Library employees or authorized external contributors.

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.

Section 5: Risk Management

Online and social media channels are dynamic and interactive with inherent opportunities and risks. Online messages are permanent, and have the potential to harm the image and brand of the Grey Highlands Public Library. This policy, along with guidelines and training for staff, are intended to prevent incidents or problems that may occur when communicating online.

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

- Requiring approval for establishing channels;
- Creating governance structures, guidelines and best practices to guide employees in the effective and appropriate use of channels;
- Regularly monitoring channels to assess relevance and adherence to guidelines;
- Designating appropriate staff resources to manage channels;
- Training staff prior to use of GHPL's official channels;
- Evaluating the success and sustainability of channels.

GHPL will never use information shared through its social media for commercial purposes nor will it share this information with third-parties. Personal data will be

saved only to ensure service delivery and only within the existing legal framework. We will share personal data with other institutions only as required by law.

Library logos and trademarks may not be used without written consent.

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.

Adapted from: Greater Sudbury Public Library's Social Media Policy; the Columbus Metropolitan Library, Ohio, Social Media Policy; Toronto Public Library's Online and Social Media Policy; and Laura Solomon's "Social Media Like You Mean It" presentation, 2014.

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.