

Grimsby Public Library – Social Media Policy

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December 11, 2019

Effective Date:

December 11, 2019

Review Date:

December 2021

Notes:

- Approved: December 12, 2013
- Revised December 9, 2015
- Revised December 13, 2017
- Revised December 11, 2019

Purpose

The *Social Media Policy* establishes the accepted practices for Library staff engaged in use of social media. Official Library social media and web 2.0 technologies and channels may include but are not limited to Facebook, Twitter, YouTube, Blogs, **Instagram** and Pinterest.

Social media provides an excellent way to reach out to large numbers of people. The Library uses social media as an effective communication tool that is intended to encourage information sharing and dialogue. The use of social media needs to be consistent with strong business practices and be a viable means to achieving the goals and objectives identified in the Library's strategic plan.

Guidelines

Definitions***Social Media:***

e-technologies and practices that are used to share opinions and information, promote discussion and build relationships online. There are thousands of different platforms and formats within social media including social networking sites, information sharing sites and blogging or personal publishing sites.

Messages:

includes online communications such as posts, blog posts, wall posts, tweets, document posting, video posting, comments, replies, direct messages, events and invitations.

Participation

All staff members may be called upon to assist in populating the Library's social media channels. Messages and posts will be simple and engaging. They will link the reader to further information on the Library's websites or other external resources. Employees interested in engaging in social media on behalf of the Library must first seek approval or direction from the CEO, their immediate supervisor, or the A/V & New Media Coordinator. Employees representing the Library via social media outlets are expected to conduct themselves as representatives of the Library at all times and in accordance with the Library's *Employee Code of Conduct*, *the Town of Grimsby's Information Technology Use Policy*, *Workplace Violence Policy*, *Workplace Harassment Policy* and the Communications Policy.

Disclosure

Official social media channels shall clearly indicate they are maintained by the Grimsby Public Library and shall have Library contact information or web addresses prominently displayed. Each site shall include an introductory statement which clearly specifies the purpose and topical scope of the social media site and the Library's direct contact information. Wherever possible, visitors to the social media channels will be encouraged to contact the Library directly for matters of requests for service or complaints.

Posting Guidelines

Content, comments or links containing any of the following will not be allowed on Library social media channels. This includes comments by staff or members of the public.

- a) Content in violation of the Town of Grimsby's *Workplace Violence Policy* and *Workplace Harassment Policy*;
- b) Slanderous or defamatory remarks, obscene language or sexual content;
- c) Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- d) Promotion of commercial services or products other than sponsors, affiliations, or partnerships supported by the Library;
- e) Promotion of political candidates;
- f) Promotion of illegal activity;
- g) Information that may compromise the safety or security of the public or public systems; and,
- h) Confidential customer or staff information.

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

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 and Library Board members are encouraged to promote GPL posts on personal social media accounts as appropriate. However, they are not required to use personal social media accounts for work-related purposes and activities.

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

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.

Availability

The Library will monitor social media channels during regular open hours. As customer service is a priority, we will attempt to respond to all inquiries via social media in a timely manner; however, contacting the Library is recommended when time sensitivity is an issue. The Library assumes no responsibility for lack of service due to channel-related downtime or issues.

Related Policies

Code of Conduct

Employee Code of Conduct, Performance and Disciplinary Action Policy

Internet and Technology Use Policy

Privacy Policy