

Policy: Operational - Social Media

Department: Library

Effective Date: December 2013

Revision Date: February 2017

Next Year of Review: 2019

Bruce County Public Library regards online social media in the same way as its other information resources in accordance with its mission of serving Bruce County'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 use of the library, the Bruce County 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 Library 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 BCPL 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 staff. 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.

By posting content, the user agrees to indemnify BCPL 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.

Further to the above posting restrictions - the Library reserves the right to delete or remove any submissions that fall into any of these additional categories:

Spamming and Flooding: Individuals posting identical thread titles or nearly identical concept threads, or continuous irrelevant threads within a short amount of time will be viewed as flooding the board. Members promoting information or advertising from, or linked to, any form of commercial entities, will be viewed as spamming. Members who post hostile and/or offensive messages will be viewed as flaming the board.

FLAMING: Personal Insults and Harassment: Individuals are prohibited from posting personal insults, divulging personal information or images altered or otherwise of people without their consent. Individuals are also prohibited from making repeated personal attacks, including harassment of others from thread to thread;

FLAMING: Negative / Inflammatory Content: Individuals are prohibited from intentionally and consistently posting or re-posting comments or content that either results in, or is designed to inflame, provoke and incite continuous arguments and negative debates. All content must be suitable for all ages;

FLAMING: Offensive Content: Individuals are prohibited from posting or linking content containing racial or religious slurs, ethnic slurs and jokes, sexual content and/or slurs, illegal content, content inciting hate, graphic or disturbing content, profanity, or discussions about illegal drugs or illegal activities. Individuals are prohibited from publishing or linking defamatory, obscene, indecent, misleading or unlawful material or information;

Images and Text: Individuals are prohibited from posting any images, links, or posts that contain sexual content, graphic or disturbing content, racial hatred, profanity, gambling or wagering for monetary gain, any content that should not be viewed by children, audio or video for sale or trade, or any other inappropriate or illegal content;

Other Inappropriate Content: Individuals are prohibited from posting content that promotes particular services, businesses, products, interests or political organizations and/or infringes on copyrights or trademarks.

Individuals are prohibited from advertising or offering to sell any goods or services, or conduct or forward surveys, contests, or chain letters;

Solicitation of Funds: Individuals are prohibited from soliciting for donations for foundations, charities, or any other organization. Upload or attach files that contain software or other material protected by intellectual property laws (or by rights of privacy of publicity) unless you own or control the rights thereto or have received all necessary consents.

Related Documents:

Bruce County Public Library. OP Circulation Policy
Bruce County Public Library, OP Collection Development Policy