

Policy: Operational - Social Media

Department: Library

Effective Date: December 2013

Revision Date: May 2022

Next Year of Review: 2024

Scope

This policy applies to all Library Staff, Board members, volunteers, and the community at large. It defines the parameters of using social media while connected to the Library, or for anyone who communicates with the Bruce County Public Library through social media.

Purpose

Bruce County Public Library (BCPL) utilizes online and social media channels to support our service objectives and meet our strategic priorities. Our online presence contributes to our official communication with the public.

BCPL's social media platforms are managed by designated Library Staff. These staff are responsible for creating, posting, and monitoring content on all of our social media platforms.

Our social media channels are used to:

- Provide information on core library services, including programs, collections, and resources
- Engage with community members
- Improve and support customer service excellence
- Support media and public relations activities
- Engage in promotion, outreach, and increasing the Library's profile
- Share information relevant to the community from the County of Bruce and our community partners

User Responsibilities

1. Social media provides a forum for promoting the free exchange of ideas which the Library encourages. Bruce County Public Library will remove any content that contravenes our Code 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. Comments, posts and messages are welcome on BCPL social media sites, provided they do not contain:
 - Content that can reasonably be construed as obscene or racist
 - Personal attacks, insults, or threatening language
 - Potentially libelous statements

- Falsification or impersonation of an organization, person, or entity
 - Plagiarized material
 - Private, personal information published without consent
 - Comments or information unrelated to the discussion
 - Duplicated posts by an individual user
 - Commercial promotions or spam
 - Solicitation of funds
2. 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 may be barred from posting any subsequent messages to Library social media sites.
 3. Notwithstanding the above, the Library reserves the right to post, refuse to post, or remove content at any time, without notice.
 4. Bruce County Public Library does not accept responsibility for any content that appears on its social media that does not originate from BCPL employees. Links to external pages are provided for the convenience of users and no responsibility is assumed by BCPL for content provided by external websites linked to from these pages.
 5. As with other resources, the Library does not act in place of or in the absence of a parent. Bruce County Public Library is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of this resource.
 6. By posting content, the user agrees to indemnify BCPL and its officers and employees from and against all liabilities, judgments, damages, and costs (including legal 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.
 7. 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.

Staff Responsibilities

Library staff and Board members, on their own time, may wish to utilize their personal social media to promote Library events, programs, or initiatives, and/or to engage in online discussion or content-sharing around Library events, programs, or services. Staff and Board members who do so are expected to comply with this policy, and are not considered designated Library staff for social media communications.

Responses to questions posed on social media will be answered by designated Library staff.

The impact to Bruce County Public Library's brand, image, and reputation must always be considered when utilizing social media. Staff members should seek guidance from the CEO if they are unsure if content is suitable for the Library, or when content is of a sensitive nature.

This policy augments the County of Bruce Social Networking Policy that guides employee use of social media.

Related Documents:

Bruce County Public Library. OP Circulation Policy
Bruce County Public Library, OP Collection Development Policy
Bruce County Public Library, OP Code of Conduct Policy
Bruce County Social Networking Policy