

# Georgina Public Library Board Policy Manual

## Policy Title: Social Media

### *Intent*

Georgina Public Library (GPL) uses social media to promote services, connect with the community, and extend its welcoming and inclusive environment online.

This policy ensures that all staff and representatives of the Library use social media in ways that uphold the Library's mission, vision, and values while maintaining a positive public image and workplace culture.

This policy applies to:

- All Library employees (full-time, part-time, casual, seasonal, contract, interns)
- Volunteers and Library Board members
- Any use of social media that represents the Library or could be associated with the Library

This policy should be read in conjunction with the GPL Staff Code of Conduct, the Town of Georgina Respectful Workplace Policy, and the Library's Core Values.

### *Definitions*

*"Social Media"*: Any digital platform that allows users to create, share, or interact with content, including (but not limited to): Facebook, Instagram, X (Twitter), YouTube, TikTok, LinkedIn, blogs, forums, and messaging platforms.

*"Official Use"*: Content created, posted, or shared by Library staff on the Library's official social/online media channels.

*"Personal Use"*: An individual's private use of social media, even outside working hours.

*"Content Contributors"*: Staff designated by the Leadership Team to manage the Library's social media presence.

### *Official Georgina Public Library Social Media Accounts*

*Facebook*: GeorginaPL

*Instagram*: [instagram.com/georginalibrary](https://www.instagram.com/georginalibrary)

*YouTube*: [youtube.com/channel/UCIE7hNIGq0sexY80c2XutXQ](https://www.youtube.com/channel/UCIE7hNIGq0sexY80c2XutXQ)

*Pinterest*: [pinterest.ca/georginalibrary](https://www.pinterest.ca/georginalibrary)

*X (formerly Twitter)*: @georginalibrary

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All new social media accounts must be approved by the Library CEO / Director of Library Services. No new project- or department-specific accounts may be created without prior approval.

## ***Guidelines for Official Use***

All social media activity on behalf of the Library must:

- Be professional, inclusive, and respectful
- Align with GPL's mission, values, and brand
- Avoid sharing confidential, sensitive, or personal information
- Not include offensive, discriminatory, or defamatory language
- Not promote personal, commercial, or political interests

Posts must be created and/or approved by designated content contributors. All messaging should reflect the Library's voice and commitment to public service.

## ***Guidelines for Personal Use***

Library staff are encouraged to support GPL on social media by liking, sharing, or following Library content. However, when using personal accounts, staff must:

- Not speak on behalf of the Library unless explicitly authorized
- Avoid making negative or harmful comments about the Library, co-workers, or the community
- Not use the Library's logo, imagery, or branding for personal purposes
- Use good judgment and maintain professionalism, even when posting anonymously or under an alias
- Refer any patron inquiries or complaints seen online to a manager or the eServices team

Staff should be aware that social media is public and permanent. Even personal content can impact professional reputation and public trust.

## ***Third-party Content***

GPL may share posts from government agencies, local partners, and registered charities that benefit the community. Sharing content does not imply endorsement. The Library does not post on behalf of third parties or promote external events unless directly partnered.

## ***Breach of Policy***

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As a representative of the Library, employees are encouraged to use good judgement when posting information on their personal social media.

Any and all online comments or activities considered defaming, harassing, libelous, illegal, or contrary to the Town or Library's corporate policies and practices may be subject to disciplinary action.

The Library will remove, or request the Library staff to remove, any material where there is a breach of the Library Values, Staff Code of Conduct, or this Social Media Policy.

## ***Review and Training***

- New staff will be introduced to this policy during onboarding
- All staff are encouraged to review the policy annually
- Additional training or guidance may be provided by the Library's Leadership Team or eServices department

## ***Sources***

- Georgina Public Library Staff Code of Conduct
- Georgina Public Library Values
  - <https://www.georginalibrary.ca/en/about-us/Vision-and-Mission.aspx>
- Town of Georgina Corporate Social Media Policy
- Town of Georgina Progressive Discipline Policy
- National Library of Australia – Social Media Policy
- ALA Social Media Guidelines for Public and Academic Libraries  
<http://www.ala.org/advocacy/intfreedom/socialmediaguidelines>

POLICY HISTORY:	
Initial Draft	May 2021
Draft Presentation Review	November 2021
Board Presentation:	November 2021
Board Review:	July 2025