

Georgina Public Library Board Policy Manual

Policy Title: Social Media

Intent

Georgina Public Library ("Library") uses social media to create, promote, and deliver services. The Library also strives to maintain a positive image in the community and provide a safe workplace for Library staff.

The purpose of the Social Media Policy is to ensure Library staff are communicating professionally and using good judgement when sharing information to further the Library's mission and vision, while protecting and promoting the image of the Library. This policy also outlines acceptable personal use of social media sites and the expectation that Library staff understand they act as representatives of the Library, even outside of their working hours.

This policy is to be followed by all full-time, part-time, and casual Library staff, all board members, sessional and seasonal staff, students, contractors and volunteers. The social media policy works in accordance with the Town of Georgina Respectful Workplace Policy and Procedures and the Georgina Public Library Staff Code of Conduct.

Definitions

"Social media" refers to all online media which allow user participation and interaction including (but not limited to):

- social networking sites, e.g. Facebook, LinkedIn, BiblioCommons
- video and photo sharing websites, e.g. YouTube, Instagram, TikTok, Twitch
- micro-blogging and activity stream sites, e.g. Twitter, Yammer, Pinterest, Goodreads
- blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr
- forums and discussion boards, e.g. Reddit, Slack, Discord
- online encyclopedias, e.g. Wikipedia
- reviews, e.g. Yelp, Google
- any other websites that allow individual users or companies to use simple publishing tools, e.g. wikis

Georgina Public Library Board Policy Manual

“Library staff” refers to all full-time, part-time, and casual persons hired by Georgina Public Library, including but not limited to the Library Director/Chief Executive Officer, department heads, salaried employees, union employees, contract, temporary, seasonal, sessional, student, intern, and co-operative placement staff.

“Management Team” refers to the Library Director/Chief Executive Officer and department heads.

“Library use” refers to approved activity on any social media platform that is owned, operated, and maintained by Georgina Public Library.

“Personal use” refers to the use of an individual’s use of personal social accounts on any social media platform at any time.

“Social Media content contributors” refers to Library staff appointed by the Management Team and who are responsible for creating and approving content, posting to, and monitoring the Library’s social media accounts on behalf of the Library.

Official Georgina Public Library Social Media Accounts

Facebook: GeorginaPL

Twitter: @georginalibrary

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

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

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

New Social Media Accounts

New social media accounts or pages may not be created for Library projects, events, or departments, unless the accounts have been approved by the Management Team.

Official Library accounts may be created for individual Library staff members to facilitate community engagement. These accounts would only be used for Library business.

Georgina Public Library Board Policy Manual

Administration of Library Social Media Accounts

Inappropriate Use

Inappropriate use of Library social media includes, but is not limited to:

- conducting private business
- using discriminatory, defamatory, abusive, or otherwise objectionable language in content
- accessing, downloading, or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore
- accessing, downloading, or transmitting information on the use and construction of weapons, explosives, and other tools of violence or terrorism
- accessing, downloading, or transmitting any material deemed to be illegal under Canadian law
- accessing, downloading, or transmitting hate speeches and overt racism; material extolling intimidation, discrimination, interference, restriction, or coercion exercised or practiced with respect to anyone by reason of: age; race; colour; religion; creed; sex; sexual orientation; gender identity; gender expression; pregnancy; physical disability; mental disability; illness or disease; ethnic, national, or aboriginal origin; family status; marital status; source of income; political belief, affiliation, or activity; physical appearance; residence; association with others similarly protected; or any other prohibition of the Human Rights Code.
- compromising the privacy of any person
- using services for personal political purposes
- disruption of the integrity of the Library's data or information services
- inflammatory comments, unprofessional remarks, or disparaging remarks made about the Library, Library staff, patrons, vendors or competitors, local politicians, or the Town of Georgina

Georgina Public Library Board Policy Manual

Third-party Content

- Social media content contributors may consider sharing or liking information on Library social media channels from and about other government agencies, community partners, or registered charitable organizations if they operate in or directly benefit Library patrons, but are not obligated to do so.
- The Library does not create content on behalf of external organizations, rather re-shares information, as appropriate.
- The Library is under no obligation to share information about events or activities at Library branches that are organized by external bodies, for charity or otherwise. Event promotion is the sole responsibility of the event organizer.
- A link between a Library social media site and any other site does not imply an endorsement or sponsorship by the Library.
- Images and comments posted by third parties do not necessarily represent/reflect the views of the Library.
- The Library recognizes there are outside groups that provide a platform for comment. If Library staff choose to participate in these groups, they must represent as themselves and NOT as a Library spokesperson. Library staff are encouraged to bring any questions or comments (e.g. a post regarding the Library on "Complaining in Georgina") to the attention of the eServices Department or a Manager to address through corporate channels, if deemed appropriate.
- The Library will make every effort to respond to concerns and questions directed to its social media accounts but, at its discretion, may request the discussion be redirected to either phone or email channels. The reason(s) for this request may include but are not limited to – privacy concerns (patron or Library staff), character limitations for messaging, and amount of information required to resolve an inquiry.

Guidelines of Acceptable Personal Use

- Library staff are encouraged to follow the Library's official social media channels and share, like, or follow Library posts.
- Library staff should consider how their comments would reflect on themselves and/or the Library before posting or responding

Georgina Public Library Board Policy Manual

on personal social media accounts. Library staff should not post negatively about work, co-workers, residents, the Library, and/or Library programs and services, or anything that could damage the Library's or the Library staff's reputation, including use of connotations or hashtags that could be misinterpreted.

- Library staff may not answer patron questions or comments using a personal account. Library staff are encouraged to bring any patron questions or comments on official Library accounts or personal accounts (e.g. direct messages, posts to personal pages) to the attention of the eServices Department or a Manager to address through corporate channels, if deemed appropriate.
- Library staff may not use the Library's logo any other Library-created images or iconography on their personal sites or pages.
- Library staff should be aware of changes in privacy and other conditions of use on social media channels they use and not rely on a site's security settings to guarantee privacy, as material posted in a relatively secure setting can still be copied and reproduced elsewhere. Further, comments posted on one site can also be used on other sites under the terms and conditions of many social media sites.
- All new Library staff are to be informed of the Library's Social Media Policy as part of the on-boarding process and are encouraged to review annually. Current Library staff are encouraged to be aware of the policy and review it on an annual basis.
- Library staff participating in private social media activity must uphold the Library's Values and Code of Conduct even when material is posted anonymously, or using an 'alias' or pseudonym. Library staff should bear in mind that even if they do not identify themselves online as a Library staff member, they could nonetheless be recognized as such, as social media sites are public forums.

Georgina Public Library Board Policy Manual

Breach of Policy

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.

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
<https://www.nla.gov.au/policy-and-planning/social-media>

ALA Social Media Guidelines for Public and Academic Libraries
<http://www.ala.org/advocacy/intfreedom/socialmediaguidelines>

Middlesex County I.T. Policy 8.01 (Use of Social Media)

| POLICY HISTORY: | |
|---------------------------|---------------|
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