



Richmond Hill Public Library Board

SOCIAL MEDIA POLICY

1.0 PURPOSE

Richmond Hill Public Library endorses the use of social media as a communication and community-building tool. The *Social Media Policy* was developed within the context of the Library's mission to provide a progressive, customer-oriented library service that responds to and anticipates the educational, leisure and other information needs within the community, and its purpose to integrate the sources with the expertise to help customers build their lives and build their communities. Social media is used as a venue for sharing information resources and facilitating communication between Library customers and staff. The Library recognizes and respects differences in opinion.

Social media is defined in this policy as any online platform created and maintained by Richmond Hill Public Library for Library customers and staff to share opinions and information about Library-related subjects or issues. These online platforms include, but are not limited to, social networks and online communities, websites, blogs, and mobile applications.

2.0 SCOPE

The *Social Media Policy* applies to all Library staff and members of the public who interact with the Library online and through social media channels.

This policy is meant to provide clarity and guidance to the unique considerations associated with online and social media channels and works in collaboration with relevant legislation and other Library policies and procedures.

3.0 POLICY

Richmond Hill Public Library welcomes participation to support the vibrant, dynamic, and interactive spirit of the Library's virtual community. Comments, posts, messages, and other forms of content are welcome on the Library's social media channels, provided they encourage a respectful dialogue.

The Library assumes no liability regarding any event or interaction that takes place by any participant on any Library-managed social media channel, and does not endorse or review third-party content established outside channels created by the Library.

As with the use of all Library services and resources, it is the responsibility of parents/guardians/caregivers to determine and monitor children's use of the Library's social media tools. The Library is not responsible for enforcing any restrictions which a parent/guardian/caregiver may place on a minor's use of this resource.

Users are encouraged to protect their privacy when participating in social media. The Library is committed to protecting the privacy of its users as outlined in its *Customer Privacy Policy*. However, users should be aware that social media provided through third-party services may have their own privacy policies.

By posting content, the user agrees to indemnify the Library, its officers and its employees from and against all liabilities, judgments, damages, and costs incurred by any of them that arise out of or are related to the posted content.

In addition to the general rules respecting use of the Library, Richmond Hill Public Library prohibits the use of its social media channels for any purpose that

would contravene any government statute or regulation, or which might create civil liability by the user or the Library Board to any person.

Comments, posts or messages are welcome on Library social media channels. Examples of content that are strictly prohibited include, but are not limited to, the following:

- Obscene or racist content
- Personal attacks, insults or threatening language
- Potentially libelous statements
- Personal or private information published without consent
- Comments or links to material not related to the forum
- Commercial promotions

The Library reserves the right to monitor social media content and to modify or remove any messages or postings due to the nature of the content.

Use of Library social media is conditional on the user's agreement to observe this policy. By continuing to use any social media channel, the user indicates agreement to all requirements of this policy.

Violation of this policy will result in the removal of content and the poster may be barred from posting any subsequent messages on Library social media channels. Violation of this policy may also result in criminal prosecution by appropriate authorities.

4.0 ROLES AND RESPONSIBILITIES

Richmond Hill Public Library staff members who perform assigned responsibilities within Library social media channels are acting in an official capacity, and are subject to this policy and Library guidelines for staff engagement on social media.

4.1 Richmond Public Library:

- Will direct members of the public to the appropriate communication or service channels
- Will provide a contact for complaints and inquiries
- Will respond to potential issues and incidents in a timely, responsible and transparent manner
- Prohibits the use of its social media for any purpose which would contravene any legislation or government regulation (e.g. *Ontario Human Rights Code, Criminal Code of Canada, etc.*); all social media channels affiliated with the Library will be regularly screened by employees to ensure compliance
- Requires all who participate online within its channels to conduct themselves with respect for others; any conduct that would not be acceptable in a Library facility (as per the *Customer Code of Conduct Policy*) will be considered an online incident and in violation of this policy as well as the Library's *Internet Use Policy*
- Reserves the right to alter, amend or remove content that does not comply with this policy
- Is not responsible for any content that appears on its online and social media channels that does not originate from designated contributors or that is in violation of this policy

4.2 Designated Staff Contributors:

- Utilize Library organizational social media accounts and/or maintain accounts solely for Library-related tasks
- Engage in promotion, outreach, awareness raising and brand building
- Provide information and opportunities for community engagement
- Improve and support customer service

- Monitor social media channels, respond to incidents, queries, comments and concerns accordingly and ensure that online codes of conduct are respected, as assigned

4.3 All Library Staff:

On their own time, Library staff may wish to utilize their personally held social media accounts to promote Library events, programs or initiatives and to engage in online discussion or content sharing around Library events, programs or services. Staff who do so are expected to comply with this policy, and are not considered designated contributors.

5.0 RELATED POLICIES

- I. *Customer Code of Conduct Policy* (December 2014)
- II. *Customer Privacy Policy* (December 2017)
- III. *Internet Use Policy* (November 2016)

Enriching Your Connections, Choices and Community

| Dates | Motion # |
|--|-----------------|
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