



A Regular Meeting of
the Richmond Hill Public Library Board
will be held virtually at <https://zoom.us/j/7407718080>
On Tuesday, June 23, 2020
at 4:30 pm

AGENDA

1.0 Call to Order

2.0 Regrets

3.0 Adoption of Agenda

4.0 Disclosure of Pecuniary Interest and the General Nature Thereof

5.0 Minutes

5.1 Library Board Minutes – May 26, 2020

6.0 Correspondence

7.0 Reports

Accessible documents can be accessed through the [RHPL website > Your Library > About Us > Library Board](#)

- 7.1 Report on RHPL's response to COVID-19 SRLIB20.12
- 7.2 2019 RHPL Report to the Community Report SRLIB20.13
- 7.3 Social Media Policy Update Report SRLIB20.14

8.0 New Business

9.0 Member Announcements

10.0 Date of Next Meeting

The next Meeting of the Library Board will be held on

Tuesday, September 22, 2020 at 7:30 p.m. at Central Library in the Boardroom.

11.0 Adjournment

***Please advise Yunmi Hwang, Interim Secretary to the Board of regrets for attendance, by **noon** on Tuesday, June 23, 2020 at 647-462-4850 or e-mail: yhwang@rhpl.ca*

To request alternate formats of this document please contact Susan Quinn at 905-884-9288 or e-mail: squinn@rhpl.ca

The Richmond Hill Public Library Board
Tuesday, May 26, 2020

MINUTES

The Richmond Hill Public Library Board held its scheduled meeting on Tuesday, May 26, 2020 virtually using a video-teleconferencing technology.

Present: Councillor Greg Beros, Chair
Stephen Chait
Frank DiPede
Regional and Local Councillor Joe Di Paola, Vice Chair
Councillor Tom Muench
Rona Wang

Staff: Yunmi Hwang, Interim Chief Executive Officer
Catherine Charles, Director, Collections and Program Development
Barbara Ransom, Director, Customer Experiences
Len Wong, Manager, Richmond Green Library

1.0 Call to Order

The Chair called the meeting to order at 3:59 p.m.

2.0 Regrets

Mahnaz Shahbazi
Regional and Local Councillor Carmine Perrelli

3.0 Adoption of Agenda

Motion:

20:33

Moved By:

Regional and Local Councillor J. Di Paola

Seconded by:

Councillor T. Muench

THAT the Agenda of May 26, 2020 be adopted.

CARRIED

On a motion moved by S. Chait, seconded by Regional and Local Councillor J. Di Paola, the Board consented to adopt all of the staff recommendations in items 5.1, 6.1, 7.1 and 7.2 without further discussion or motions.

4.0 Disclosure of Pecuniary Interest and the General Nature Thereof

There were no disclosures of pecuniary interest.

5.0 Minutes

5.1 Library Board Minutes – April 3, 2020

Motion:

20:34

Moved By:

S. Chait

Seconded by:

Regional and Local Councillor J. Di Paola

THAT the Minutes of April 3, 2020 be adopted

CARRIED UNANIMOUSLY

6.0 Correspondence

6.1 Email from Ivory Lauzon, Union Chairperson, RHPL CUPE

Motion:

20:35

Moved By:

S. Chait

Seconded by:

Regional and Local Councillor J. Di Paola

THAT the correspondence from Ivory Lauzon, Union Chairperson, RHPL CUPE dated April 8, 2020 be received.

CARRIED UNANIMOUSLY

7.0 Reports

Accessible documents can be accessed through the [RHPL website > Your Library > About Us > Library Board](#)

7.1 Report on RHPL's Response to COVID-19

Motion:

20:36

Moved By:

S. Chait

Seconded by:

Regional and Local Councillor J. Di Paola

That the *Report on RHPL's Response to COVID-19* dated April 3, 2020 be received; and

That the Library Board direct staff to work closely with the City of Richmond Hill to ensure RHPL's phased reopening aligns with the City; *and*

That the Library Board authorizes staff to execute the reopening plan provided it is in compliance with direction from the City, Public Health and Provincial Government of Ontario.

CARRIED UNANIMOUSLY

7.2 Richmond Green Library Annual Report

Motion:

20:37

Moved By:

S. Chait

Seconded by:

Regional and Local Councillor J. Di Paola

That the Richmond Green Library Annual Report 2019 date May 26, 2020 be received.

CARRIED UNANIMOUSLY

8.0 New Business

8.1 Resolution to Move into Closed Session to Consider Matters Relating to Library Leadership Process

Motion:

20:38

Moved By:

Regional and Local Councillor J. Di Paola

Seconded by:

Councillor T. Muench

That the Board moves into Closed Session.

CARRIED UNANIMOUSLY

At 4:08 p.m. the Board moved into Closed Session.

8.2 Resolution to Reconvene in Open Session

Motion:

20:39

Moved By:

S. Chait

Seconded by:

R.Wang

That the Board moves into Open Session.

CARRIED UNANIMOUSLY

At 4:26 p.m. the Board returned to Open Session.

9.0 Member Announcements

10.0 Date of Next Meeting

The next Regular Meeting of the Library Board will be held on:
Tuesday, June 23, 2020 at 4:00 p.m. Location to be confirmed.

11.0 Adjournment

Motion:

20:40

Moved By:

R. Wang

Seconded by:

F. DiPede

THAT the meeting be adjourned at 4:30 p.m.

CARRIED UNANIMOUSLY

Respectfully submitted,

“Signed version on file in the Administration Offices”

Councillor G. Beros
Chair

Y. Hwang
Interim Secretary



Richmond Hill Public Library Board

REPORT ON RHPL'S RESPONSE TO COVID-19
SRLIB20.12

Subject: Report on RHPL's Response to COVID-19
From: Yunmi Hwang, Interim Chief Executive Officer
Date: June 23, 2020

1.0 Recommendation

THAT the *Report on RHPL's Response to COVID-19* dated June 23, 2020 be received; *and*

THAT the Library Board direct staff to work closely with the City of Richmond Hill to ensure RHPL's phased reopening aligns with the City.

2.0 Background

In response to the public health emergency related to COVID-19, the Library Board decided that all library branch locations be closed to the public effective March 14, 2020. In April, the Library Board agreed to remain closed to the public until there is further direction from the municipality and the province. Effective June 19, 2020, public libraries in York Region are permitted to choose to partially re-open under strict conditions as part of the Stage 2 announcement made by the Premier. Libraries can reopen with limited on-site services in adherence with public health guidelines on physical distancing, capacity and hygiene procedures.

3.0 **Summary of Current Activities and Statistics**

- **Curbside Pick Up Service**

- Curbside pick-up service started from June 9 at Central Library. There are around 40 daily pick up time slots and the new service has been received well by the community.
- Procedures and demands for curbside pick-up service will continue to be monitored to expand the service to other branches and other days/times.

- **Remotely Supporting Individuals**

- **Customer Outreach Services:** The implementation of the new customer outreach service was launched in late April. Customers with expired library cards are called by customer services staff to renew their library cards and to highlight library services still available during the closure. To date more than 1,000 customers have renewed their library cards and resulted in the increased use of e-resources and digital services. The response has been overwhelmingly positive for the outreach calls and services provided.
- **Customer Services:** Customers can reach the library staff by calling the main library phone number during the regular support hours and sending messages through the library website, social media and email.
- **Information Services:** In-depth reference services are provided to individuals by making requests through the Ask Us feature on our website or by calling the library. Customers often get assistance on using the library's online resources through this service and asking questions related to library services available for them.

- **Expanding Digital Collections Access**

- Staff has been working daily to update our website to ensure it reflects the current situation where in-person visits, programs and support are currently unavailable. Some examples of work includes:
 - Temporary digital card registration for those without a library card

- Increased focus and promotion of digital resources and curated lists of e-resources
- Increasing access to digital resources by purchasing more titles and increasing limits
- Renewal of expired cards and no accrual of fines
- Ability to renew all outstanding materials
- **Enhancing Library Programs Available Online**
 - Public programming is being provided through various social media channels and Zoom. Staff has been trained to provide live and recorded programming from their homes. Staff can set up meetings and invite external presenters or create programs where customers can join without an invitation. To date, all onsite programs are cancelled until the end of August and being converted to be delivered virtually where possible.
 - A calendar of events is updated on the library website for easy access at <https://www.rhpl.ca/whats-on/calendar-of-events/month>. Examples of programs being offered include:
 - Family Storytime & Babytime
 - Film Club
 - Craft Time
 - STEAM Storytime
 - Daily activities

4.0 Next Steps

The Library will work closely with the City of Richmond Hill and York Region Public Health to ensure RHPL's phased reopening aligns with the City following the safety regulations and guidelines.

Staff are currently developing a detailed phased reopening plan. As a first phase of the phased reopening, the Library started offering a curbside pick-up service of library collections in June 9. As the next phase of the reopening, possibility of

offering curbside pick-up service in other branches will be considered. Also, Staff will plan for reopening some parts of the library buildings for limited on-site services in consideration of the physical distancing requirement, capacity and hygiene procedures. This would be dependent on many factors such as outlining safe procedures for people flow inside and outside the buildings and other space planning. This plan may change depending on the evolving COVID-19 related circumstances and direction from the provincial government of Ontario.

5.0 Alignment with Strategic Plan

The Library's response to the COVID-19 related emergency situation aligns with the strategic direction to *Contribute Vibrant Spaces* by rethinking our physical spaces and developing virtual services and enhancing our virtual branch. Our approach also aligns with the strategic direction to *Reinforce our Capabilities* by training and enabling staff to have the knowledge and skills to support the community during this crisis.

6.0 Conclusion

Although Library's physical locations have been closed to the public due to the health risks related to COVID-19, library staff continue to work diligently to serve the community with offerings of digital resources and virtual programs. As a result of the redirected efforts, the Library has seen increased use of e-resources, registration of new library accounts and renewed interests in our virtual programming and activities. Library service remains vital to the community during this global crisis. The Library is determined to meet the needs of the community by offering a digital space that provides comfort, recreation and knowledge to customers in Richmond Hill.

Pre-Submission Review

Executive Leadership Team – Thursday June 18, 2020

Approved by:

“Signed version on file in the Administration Office”

Yunmi Hwang

Interim Chief Executive Officer



Richmond Hill Public Library Board

2019 RICHMOND HILL PUBLIC LIBRARY COMMUNITY REPORT SRLIB20.13

Subject: 2019 Richmond Hill Public Library Community Report
From: Yunmi Hwang, Interim Chief Executive Officer
Date: June 23, 2020

1. **Recommendation**

That the *2019 Richmond Hill Public Library Community Report* dated June 23, 2020 be received as information.

2. **Purpose**

To provide the Library Board with highlights of our annual activities and initiatives for 2019 through the vehicle of the Community Report.

3. **Background**

Typically an organization summarizes its annual activity and presents it to the public in the form of an annual report. The *2019 Richmond Hill Public Library Community Report* communicates the breadth and depth of activities and initiatives in which the Library was involved throughout the year.

Attached is the *2019 Richmond Hill Public Library Community Report*, which contains a snapshot of our overall achievements in 2019. Through transparency and accountability, the report serves to apprise the community and the Board of the Library's performance highlights in relation to our overall goals, objectives and strategic pillars.

4. Next Steps

Following Library Board approval of the *2019 Richmond Hill Public Library Community Report*, the report will be released to the community and promoted through our website social media channels. The document will remain on our website as an accessible, digital document.

5. Alignment with Strategic Plan

The report aligns with all four strategic pillars, as it highlights successes found within *Strengthen your Connections*, *Contribute Vibrant Spaces*, *Enrich your Choices*, and *Reinforce our Capabilities*. Notably, it “positions and markets the Library as the connecting knowledge centre” in Richmond Hill, as per *Strengthen your Connections*.

6. Conclusion

The *2019 Richmond Hill Public Library Community Report* is attached. This report summarizes Library highlights from 2019.

7. Attachments

2019 Richmond Hill Public Library Community Report, dated June 23, 2020

Pre-Submission Review

Executive Leadership Team – Monday, June 15, 2020

Prepared by:

Submitted & Approved by:

“Signed version on file in the Administration Office”

Annesha Hutchinson
Manager, Communications

Yunmi Hwang
Interim Chief Executive Officer



2019

Community Report



WE ARE YOUR LIBRARY. YOUR KNOWLEDGE CENTRE.

When you need to solve a problem, make a decision, learn, read, enjoy or explore an issue, we integrate the sources with the expertise to help you to build your life and build your community.

MESSAGE FROM THE BOARD CHAIR



It has been both an honour and a privilege to serve the Richmond Hill community as your RHPL Board Chair. It's evident in this report that our library extends beyond books and well into the reaches of our community.

I invite you to explore the many accomplishments that our board and staff team have achieved in 2019. To name a few, we've been able to connect with newcomers and youth through specialized programs; we launched a modern, online experience through our new website; and we were able to open the new, state-of-the-art Oak Ridges Library.

Our libraries are not only places to find a story; they are places to grow your own story through a variety of resources, apps and programs. We continue to open our doors to our community and seek to serve you, listen to you, and support you.

Thank you for continuing to visit us both online and in person.

Greg Ber



WE'RE A **WELCOMING, INCLUSIVE PLACE.**

Inclusivity is at our core as we strive to meet the diverse needs of our growing community. In 2019, we assisted newcomer youth with transitioning to Canada through targeted partnerships and library programs. Programs like Newcomer Youth Club, Science Squad, English Language Café, Summer English Language Learning and Homework Help Buddies were launched with a specialized focus on developing skills and welcoming newcomers to our community. We also hosted our first-ever Newcomer Fair, which featured guest authors and local organizations relevant to our City's newcomer population.

We developed new, exciting ways to bring meaningful opportunities to the youth of Richmond Hill. More than 200 high school volunteers participated in enrichment programs like Homework Help Buddies, Teen Advisory Group (TAG), local history projects, and English mentorship programs. We also diversified our collection to include take-home STEAM kits and both classic and modern board games for in-library use.

WE OPENED YOUR NEW **COMMUNITY SPACE.**

On November 12, 2019, the doors of our newest location opened. The two-storey, 19,000 sq. ft. facility of the new Oak Ridges Library includes meeting rooms for public and library use, a children's program room, computer room, a Maker Space, an expanded library collection of books and magazines for all ages, study spaces and interactive play areas for young children.

The new Oak Ridges Library is a civic landmark that reflects the natural elements and local history of the community. The soft wood tones and linear features of the new Oak Ridges Library weren't chosen by chance; they pay tribute to the deep forests and running rivers that make up the beauty of the surrounding Oak Ridges Moraine.





CURIOSITY LIVES HERE.

In 2019, we continued to serve as experts in STEAM learning to our community. With our annual Maker Fair, we provided hands-on opportunities for both adults and children to explore virtual reality and computer coding products with community partners. Programs like Richvale's Tech Zone, Maker Fairs, and LEGO® Robotics allowed our staff to lead cutting-edge experiences in coding, engineering and animation.



Through our reoccurring Artist in Residence program, artist Dominique Hui led sold out workshops that allowed our customers to explore Chinese ink-painting. We also continued to play a key role in being a Culture Days hub with our annual, two-day event, which was attended by almost 2,000 community members and featured tai chi classes, origami workshops, live musical performances, and much more. We proudly inspired creativity in children through over 350 entries to our new RHPL fall colouring contest, and saw a record breaking 2,045 children join our annual TD Summer Reading Club.

NEW TECHNOLOGY THRIVES HERE.

After significant community and staff consultation, we launched our new website in February 2019. The new website featured a responsive design and various interactive elements for our programs, services and readers' advisory recommendations. We also launched our MyRHPL app, which provided users with a new way to connect to the Library, explore our catalogue, and manage their accounts.

With new iPad kiosk stations in Richmond Green, Richvale and Oak Ridges Libraries, customers now have access to dozens of iPad applications and functions for in-library use. A new copy card kiosk system and refreshed public computers also enhanced the experience of our customers who rely on the Library for printing and computer use.



RHPL BY THE NUMBERS

CIRCULATION



PRINT
1,233,203



AUDIO VISUAL
197,369



E-MATERIALS
678,217



LOADABLE DEVICES
1,100

TOTAL

2,109,889

VISITS



IN PERSON VISITS*
1,118,780



ELECTRONIC VISITS*
1,376,180



SOCIAL MEDIA VISITS*
709,116



BOOKINGS/EVENTS
1,655

*BASED ON TYPICAL WEEK DATA

ELECTRONIC SERVICES



WIRELESS INTERNET
1,136,478



DIGITAL KIOSK USAGE
499,577



PUBLIC WORKSTATION
USAGE

160,312

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CONTINUED...

2019 SERVICE AWARDS

45 YEARS
Cathy Peters

35 YEARS
Mary Jane Celsie

25 YEARS
Barbara Allison
David Munro
Beeda Wijewardana

20 YEARS
Susan Quinn

15 YEARS
Katarina Boljkovac
Michelle Splitter

10 YEARS
Carrie Dawber
Angie Szczepanek

5 YEARS
Patricia Chan
Sonia Hock-Vainstein

RHPL BY THE NUMBERS CONTINUED

PROGRAMMING



SESSIONS (CHILD)

2,909

SESSIONS (ADULT/TEEN)

1,084



ATTENDANCE (CHILD)

51,470

ATTENDANCE (ADULT/TEEN)

18,293



ACTIVE CARDHOLDERS

59,093



2019 LIBRARY BOARD

CHAIR

Councillor Greg Beros
CHAIR NOV & DEC, MEMBER
FROM JAN TO DEC

David Bishop CHAIR AND
MEMBER FROM JAN TO SEP

VICE CHAIR

**Regional and Local
Councillor Joe Di Paola**
VICE CHAIR NOV & DEC AND
MEMBER FROM MAY TO DEC

Gwen Johnstone VICE CHAIR
AND MEMBER FROM JAN TO JUN

MEMBERS

Stephen Chait

Frank DiPede NOV TO DEC

Claire Yuanfeng Geng
JAN TO JUN

Alicia Lauzon JAN TO JUN

Chungsen Leung JAN TO JUN

Councillor Tom Muench
MAY TO DEC

**Regional and Local Councillor
Carmine Perrelli** MAY TO DEC

Corrie McBain NOV TO DEC

Mahnaz Shahbazi

Rona Wang DEC

Jane Zhang JAN TO JUN

Central
1 Atkinson St.
Richmond Hill, ON
L4C 0H5

Oak Ridges
34 Regatta Ave
Richmond Hill, ON
L4E 4R1

Richmond Green
1 William F. Bell Pkwy.
Richmond Hill, ON
L4S 2T9

Richvale
40 Pearson Ave.
Richmond Hill, ON
L4C 6T7



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Richmond Hill Public Library Board

SOCIAL MEDIA POLICY UPDATE REPORT

SRLIB20.14

Subject: Social Media Policy Update Report
From: Yunmi Hwang, Interim Chief Executive Officer
Date: June 23, 2020

1. Recommendation

That the Library Board approve the revised *Social Media Policy*, dated June 23, 2020.

2. Purpose

To provide the Library Board with a revised *Social Media Policy*, with recommended changes based on the City of Richmond Hill's corresponding policy.

Changes ensure the existing policy reflects the rapidly-evolving digital landscape that encompasses both organizational and personal use of social media, as well as sector-wide best practices.

3. **Background**

Richmond Hill Public Library endorses the use of social media as a communications and community-building tool. The *Social Media Policy* was first approved by the Library Board in November 2012, and then again in March 2018. At the November 2019 board meeting, the RHPL Board approved the Library Transition Plan, which required that the Library adopt the Communications policies of the City. The *Social Media Policy* has been revised to reflect these changes within the context of a Library setting.

The Library recognizes the importance of regularly reviewing its services and policies to identify any opportunities for improvement and continued relevancy in light of best practices and legislation.

4. **Proposed Revisions**

The Library's 2018 *Social Media Policy* was reviewed alongside the City's Social Media Policy for this report. The proposed revisions to the *Social Media Policy* groups policies into the following categories:

1. *Purpose*

The revised wording of this section explains the relevance of social media to organizational goals and communications practices. It also defines social media platforms, usage and interactions in the context of this policy.

2. *Scope*

This section of the policy outlines who is governed by this policy and how it is to be used. The policy notes that volunteers are expected to comply with this policy.

3. *Official Social Media Accounts*

This section outlines how official social media accounts of the Library are managed and created. It also explains how staff can be assigned to

contribute to these pages and the role of the Communications department in social media initiatives.

4. Contributors to Official RHPL Accounts

This section explains the roles, expectations and responsibilities of staff members who play a role in creating social media content and responding to social media inquiries.

5. Responding to Comments on Social Media

This section outlines what comments are deemed appropriate and inappropriate on social media pages. It outlines when a post will be removed and the role of the Communications department in moderating comments, where appropriate.

6. Employee Conduct on Social Media

This section encourages staff to participate in the Library's social media pages in a manner that acknowledges the brand of the Library, the role of official spokespersons/pages of the Library, and also maintains respect for others.

7. Non Compliance with Policy

This section outlines the resulting actions should staff or volunteers not comply with this policy.

5. Conclusion

The *Social Media Policy* has been revised to update and clarify the use of social media in a public library setting, in accordance with evolving best practices and legislation, and in alignment with the City's Social Media Policy. Staff will continue to monitor the Policy to ensure relevance. Staff recommends the *Social Media Policy* dated June 23, 2020 for approval.

6. Attachments

1.0 Draft Social Media Policy, dated June 23, 2020

Pre-Submission Review

Executive Leadership Team – Tuesday, June 16, 2020

Prepared by:

Submitted & Approved by:

“Signed version on file in the Administration Office”

Annesha Hutchinson
Manager, Communications

Yunmi Hwang
Interim Chief Executive Officer



Richmond Hill Public Library Board

SOCIAL MEDIA POLICY

1. PURPOSE

Richmond Hill Public Library endorses the use of social media as a communications and community engagement tool that exemplifies the mission, vision and values of the Library through a branded customer experience. The purpose of this policy is to ensure social media tools are used in a strategic way that proactively conveys the Library's reputation, while also providing guidelines for Library employees and volunteers who contribute to official Library social media accounts; and/or personal accounts, where the interests of the Library may be represented.

In this policy, *social media use* is defined as “engaging in an online, social service that builds and connects a virtual community of people who share similar interests.” Commonly used *social media platforms* may include, but are not limited to: Facebook, YouTube, Google, Yelp, Instagram, Twitter, LinkedIn, blogs and forums. Common *social interactions* can include comments, shares or reactions (i.e. likes, dislikes).

Social media is to be used as a venue to engage in dialogue with our online community while sharing accurate information in a timely manner. Social media usage is intended to support Library initiatives while enhancing the Library's

reputation. Just as with traditional or in-person communication, it is important to remember our responsibility to serve our community. As such, employees must recognize that they share responsibility in upholding the reputation of the Library.

This policy is largely derived from the City of Richmond Hill's corresponding Social Media Policy, and will be updated based on revisions to the City's policy.

2. SCOPE

The *Social Media Policy* applies to all Library staff and volunteers, as well as members of the public who interact with the Library online and through social media channels. The policy also applies to anyone retained to represent the Library, such as contractors, consultants, and volunteers.

This policy is meant to guide social media usage by Library staff. It provides clarity and guidance to unique considerations associated with online and social media channels and works in collaboration with relevant legislation and other Library policies and procedures.

3. OFFICIAL LIBRARY SOCIAL MEDIA ACCOUNTS

Social media accounts should only be used with a full understanding of the professional resources and procedures required to effectively use them. Social media usage is managed, monitored and administrated by the Communications department of the Library, and should be considered as one component of the Library's overall communications strategy. The Communications Manager of the Library may assign contributors who create content for the Library's social media accounts on a regular basis. Official participants will be held accountable for the accuracy and appropriateness of the content they produce.

Official corporate accounts and social pages that represent the Library will be managed and created by the Communications department of the Library. They will be used to disseminate information, engage with the community and respond to commentary about the Library and its interests. New social media accounts or

pages that represent the Library may only be created under direction of the Communications department. Any accounts created without the consent of the Communications Manager will be removed.

4. **CONTRIBUTORS TO OFFICIAL RHPL ACCOUNTS**

Contributors are staff who have approval of their direct supervisor and the Communications Manager to post and/or comment on behalf of the Library, or on the Library's official social media accounts. Where possible, the staff person must seek to fulfil the Library's overall strategic goals through social content, and they must ensure that the below guidelines are followed:

- Content posted must be approved by Communications staff. Content must be accurate and relevant to the Library's audience, while maintaining professional and inclusive language, tone and content (image/video/text).
- Where applicable, appropriate consent must be obtained prior to sharing images, videos or other materials that do not belong to the Library, and confidentiality must be respected as per the Library's Personnel Policy.
- Staff must consult with the Communications department when there is uncertainty about the confidentiality of the information or if there is a risk pertaining to personal information and customer consent.
- Staff must ensure content of posts is not commercial in nature, and thus does not endorse revenue generation for a particular business or public figure.
- Staff must ensure content of posts contains a tone that is not offensive, violent, hateful, defamatory or in violation of the Library's Personnel Policy.
- Content of posts must be non-partisan in nature. That is, the posts must not communicate personal (i.e. political, religious, etc.) views when representing the Library.

- Moderators or contributors must report any inappropriate content that violates these terms immediately to the Communications Manager.

5. RESPONDING TO COMMENTS ON SOCIAL MEDIA

Communications staff or a designate will be responsible for responding to customer comments through official Richmond Hill Public Library profiles, and may use their discretion to remove:

- Comments or posts classified as spam or advertisement. This includes comments determined to be offensive, partisan, disparaging, profane or inappropriate.
- Disparaging comments that violate the Library's Customer Code of Conduct policy, or show disrespect toward a current/former Library employee or member of the Library Board.
- Comments that are inaccurate, off-topic, misleading, threatening, violent, hateful, discriminatory, inaccurate, or otherwise objectionable.

The Library reserves the right to review and moderate comments on, or directed to, Library accounts; and will make every effort to reply to posts in a timely and accurate manner.

6. EMPLOYEE CONDUCT ON SOCIAL MEDIA

All employee actions and behaviours, including those using social media, are guided by the Library's Personnel Policy and other related policies currently in practice. Whether in a private or public setting, employees using social media should be aware of the impact of their actions on the Library's reputation and brand. The Library may observe content and information made available by employees through social media. Employees should use their best judgement in posting material that is either inappropriate or harmful to the Library, its

employees, or any stakeholders. Library staff and volunteers must comply with the following terms:

- While staff are encouraged to follow, share posts by and join in on conversations on Library social media accounts (within the terms of this policy), staff may not engage directly to customers on the Library's social media pages through their personal social media accounts, thereby acting as a representative of the Library.
- Official, designated staff and accounts are responsible for engaging customers through social media. To avoid confusion and misrepresentation, unless approved by Communications, staff may not use their personal social media accounts to respond to inquiries or comments directed specifically to the Library or asking for an official response from the Library.
- Staff are not permitted to complain, react negatively (i.e. dislike), or express concerns regarding aspects of their job, workplace, or programs and services of the Library.
- Staff should not share/post any confidential and/or sensitive information about the Library.
- Staff should be careful when discussing things where emotions run high (e.g. politics and religion), and should show respect for the opinions of others. Staff must ensure that their social media use is consistent with their obligations as a public servant, including conflict of interest and political activity rules.
- Staff should not use visuals (images, logo, etc.) that suggest that their social media account represents Richmond Hill Public Library.
- Staff may choose to use a disclaimer like "Opinions are my own," which can help to clarify that the social account does not speak on behalf of the Library.

However, this disclaimer does not remove an employee's obligation(s) (noted above and in the Personnel Policy) as a public servant and employees may face employment-related consequences if their behaviour violates existing policies, directives or legislation.

7. NON COMPLIANCE WITH POLICY

Any employee or volunteer who is found to have contravened the provisions of the Social Media Policy will be subject to disciplinary action, up to and including dismissal.

8. RELATED POLICIES

- I. *Customer Code of Conduct Policy* (December 2014)
- ii. *Code of Conduct Personnel Policy* (February 2018)
- II. *Customer Privacy Policy* (December 2017)
- III. *Internet Use Policy* (November 2016)

Enriching Your Connections, Choices and Community

Dates	Motion #
Approval Date: June 23, 2020	20:XX
Date of Last Revision: March 29, 2018	18:28