

POLICY 2.6.3

**BIBLIOTHÈQUE PUBLIQUE DU CANTON DE RUSSELL
TOWNSHIP OF RUSSELL PUBLIC LIBRARY**



Type of policy : Operational policy
Title of policy : Social media policy
Policy number : **2.6.3**
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A. STATEMENT OF PURPOSE

Social media has fundamentally changed the way individuals and organizations communicate. They constitute a means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

In keeping with its mission of inspiring intellect, curiosity and imagination, the Library recognizes the value in social networking to connect with users and the public by providing information & resources beyond the physical library. The Library regards online social software information and interactions equal to other information resources at the library; social media is meant to encourage conversations with staff and other library users.

The objective of this policy is to define the use of social media by library staff members as well as the use of social media by the public who share their comments & opinions through the library's social media sites and accounts.

This policy addresses the following issues:

- (1) the use of social media by staff members responsible for managing the library's social media sites and accounts, including the use of social media for paid publicity;
- (2) the use of social media by other staff members and library board members;
- (3) guidelines for responding to the comments & postings of the public on the library's social media sites.

This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the Internet.

B. DEFINITIONS

Social media: Social media are Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content.

1. Social Media Channels - Blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services and any other online collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email or any other existing or emerging communications platform.
2. Social Media Account – A personalized presence inside a social networking channel, initiated at will by an individual or organization: users sign-up for their own social media account, which they can use to collaborate, interact and share content and status updates. When users communicate through a social media account, their disclosures are attributed to their User Profile (ex: YouTube, Twitter, Facebook).

Copyrights: Copyrights protect the right of an author to control the reproduction and use of any creative expression that has been fixed in tangible form, such as literary works, graphical works, photographic works, audiovisual works, electronic works and musical works. It is illegal to reproduce and use copyrighted material through social media channels without the permission of the copyright owner.

Hosted Content : Text, pictures, audio, video or other information in digital form that is uploaded and resides in the social media account of the author. If content is downloaded off the Internet, and then uploaded to a social media account, it is considered as being

hosted by that account. This distinction is important because it is generally illegal to host copyrighted content publicly on the Internet without first obtaining the permission of the copyright owner.

Inappropriate content: Inappropriate content on social media includes:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Copyrighted or plagiarized material
- Private, personal information published without consent
- Confidential information
- Hyperlinks to material that is not directly related to the discussion or Library
- Commercial promotions or spam

C. REGULATIONS

Scope

This policy applies to all staff and board members and to members of the public posting comments using the library's social media sites.

1. Staff and Board members

When posting content on the library's social media sites, staff and board members follow the guidelines defined in the Social media procedures. No inappropriate content should be posted.

(i) Use of social media by staff members responsible for social media

Staff members responsible for social media are designated to officially speak on behalf of the library on social media.

(ii) Use of social media by other staff members and library board members

Whether or not an employee or a library board member chooses to participate in any online social network is his or her own decision. Employees and board members are subject to this policy to the extent they identify themselves as a library employee or board member. Only those officially designated can use social media to speak on behalf of the library in an official capacity.

2. Using Social Media for paid publicity

The Library may at times decide to use social media sites for paid ads, particularly in the case of events, programs or activities that have a potential to interest a larger regional audience.

3. Users posting comments & information using the library's social media channels and accounts

The Library recognizes and respects differences in opinion. Comments, posts and messages are welcome on the library's social networking sites. However, the Library

reserves the right to remove and delete all inappropriate content posted by the public on the library's social media sites. Online interactions will be regularly monitored and reviewed for content and relevancy.

The Library also reserves the right to edit or modify postings or comments for space and content, while retaining the intent of the original post and the right to reproduce comments, posts and messages in other public venues.

Finally, by posting content, the user agrees to indemnify the Library and its officers and employees from and against all liabilities, judgments, damages and costs (including attorney's fees) incurred by any of them which arise out of or are related to the posted content.

This disclaimer is posted on the library's social media sites.