



Social Media

Purpose

The Guelph Public Library endorses the use of social media channels as a communication and community-building tool to address objectives that are consistent with the Library's mission, vision and service values. The Social Media Policy Statement will:

- Foster and support strong customer service and create a welcoming environment;
- Outline expectations for staff members and the public for participation in social media channels.

Social media is defined in this policy as any online platform created and maintained by the Guelph Public Library for library users and staff to share opinions and information about library-related subjects or issues. It can include, but is not limited to blogs, wikis, and social networking sites such as Facebook, Twitter, Instagram, Pinterest, YouTube and the library catalogue. The Library recognizes and respects differences in opinion.

1 Policy

1.1 The Guelph Public Library supports the responsible and effective use of social media for Library purposes which reflect the Library's mission, vision and service values, including:

- a. Promotion, outreach, awareness and branding;
- b. Delivery of information and other Library services;
- c. Improving and supporting customer service excellence;
- d. Supporting media and public relation activities;
- e. Promoting accessibility for everyone.

- 1.2 The Library assumes no liability regarding any event or interaction that takes place by any participant in any library-sponsored social networking service, and does not endorse or review content outside the “pages” created by Guelph Public Library. The Library does not accept any responsibility for any content that appears on the Library’s social media channels that does not originate from Guelph Public Library employees.
- 1.3 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.
- 1.4 Users are encouraged to protect their privacy when participating in social media and should be aware that social media that is provided through third party services may have its own privacy policies.
- 1.5 By posting content, the user agrees to indemnify Guelph Public Library and 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.
- 1.6 In addition to the general rules respecting use of the Library, Guelph Public Library prohibits the use of its social media applications 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.
- 1.7 Comments, posts or messages are welcome on the Library’s social media sites. Examples of writing, photos or images that are strictly prohibited include, but are not limited to the following:
 - a. Obscene or racist content
 - b. Personal attacks, insults or threatening language
 - c. Potentially libelous statements
 - d. Personal or private information published without consent
 - e. Comments or hyperlinks to material not related to the forum
 - f. Commercial promotions

- 1.8 Guelph Public Library reserves the right to monitor social media content and to modify or remove any messages or postings due to space or content.
- 1.9 Use of Guelph Public Library social media is conditional on the user's agreement to observe this policy. By continuing to use any Library social media platform, the user indicates agreement to all requirements of this policy.
- 1.10 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 platforms. Violation of this policy may also result in criminal prosecution by appropriate authorities.

2 Library Staff Social Media Guidelines

- 2.1 Guelph Public Library recognizes that employees are committed to high standards of ethical and professional communication, and expects this behaviour to continue in a social media environment. Social media is an extension of the Library's traditional communication channels.
- 2.2 Library staff must act according to the **Guelph Public Library's Employee Code of Conduct**. Regardless if library staff are off work duty, when you're online, you are in the public eye. Library employees serve the public with integrity, honesty, and respect. Before sharing something online, please consider how it could affect the Library's:
 - a. Reputation and trust among the community
 - b. Relationships with or funding from other levels of government
 - c. Relationships with members of City Council
 - d. Ability to attract new partnerships

- 2.3 Criticism of other employees or the organization online and/or in the public will not be tolerated. If you have a question, concern, or complaint about a Library program, service, policy or decision, please address this matter using the appropriate internal channels.
- 2.4 Do not share content that reflects poorly on you, your co-workers or the Guelph Public Library. This includes content that promotes, fosters, or perpetuates illegal activity or discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- 2.5 Unless you are a designated Guelph Public Library spokesperson, you are not permitted to make statements on behalf of the Guelph Public Library.
- 2.6 In accordance with the Guelph Public Library's Staff Code of Conduct, the Library may take appropriate action in response to prohibited behaviour, up to, and including, dismissal and/or legal action.
- 2.7 Any employee who becomes aware of an online incident or any content on a Guelph Public Library social media channel that contravenes the Library's Social Media Policy Statement must report it to a supervisor in a timely fashion.

3 Related Policies

Standard of Acceptable Behaviour

Employee Code of Conduct