

## Town of Hanna Library Board

### Social Media Policy

#### Purpose

1. The purpose of this policy is to set direction and guidelines which are to be followed as the Hanna Municipal Library participates in social media. This policy will also clarify the responsibility of employees and Board members with using social media for professional purposes as well as for personal use.
2. This policy is administered by the Town of Hanna Library Board and Library Director.

#### Background

3. The Hanna Municipal Library recognizes the importance of social media as a valuable communications tool to provide information and create awareness about library programs and services. Social media is an effective way to augment traditional communication methods in providing information to residents and visitors as part of the 'Hanna Municipal Library' Communications Strategy.
4. This policy refers to freely accessible online (social media or web 2.0) tools used to produce, post and interact using text, images, video and audio to communicate, share, collaborate or network. This includes, but is not limited to blogs, social networks, videos and photo file sharing, tagging, podcasting, wikis and other similar tools. For the purposes of this policy, social media refers to public interaction with the Hanna Municipal Library on third-party hosted sites.

#### Purpose & Scope

5. The scope of this policy applies to all Hanna Municipal Library employees, Board members and Volunteers. It also includes any affiliated agencies that the Hanna Municipal Library deems to be subject to this policy.

#### Definitions

6. *Official presence* – A dedicated page or channel on a social media site that has characteristics of an official site which shall include but is not limited to the Hanna Municipal Library logo or identifiable structures and shall include accurate and complete contact and addressing information and is used for the purpose of informing or communicating with the public concerning library programs, services, facilities or sites.
7. *Social media* – Social media is content created by individuals using accessible and scalable technologies through the Internet. Examples of social media include Facebook, Blogs, MySpace, RSS, YouTube, Twitter, LinkedIn, Delicious, Flickr, etc.
8. *Website* – The official online presence for the Hanna Municipal Library located at [www.hannalibrary.ca](http://www.hannalibrary.ca)
9. *User-created content*: - Comments, ratings, reviews, tags, opinions or responses provided by an individual or a group on a social media site.

## Policy

10. The Administrator(s) will be responsible for publishing and maintaining content on the Hanna Municipal Library social media sites.

### **Employee use of social media as an authorized spokesperson**

11. Similar to traditional media, selected library employees and Volunteers may be authorized as a spokesperson with the role of contributing to social media discussions on behalf of the Hanna Municipal Library in conjunction with the site Administrator(s) and approval by the Library Director.

### **Library Board use of social media as an authorized spokesperson**

12. Selected Board members may be authorized as a spokesperson with the role of contributing to social media discussions on behalf of the Hanna Municipal Library in conjunction with the site Administrator(s) and the Library Director and approval by the Board.
13. Employees and Board members can submit information to be posted to the Hanna Municipal Library's social media site through email or other written notification. The information will be reviewed by the Administrator(s) and then posted to the social media site, if approved.

### **Employee and Board use of social media as a private citizen**

14. In their capacity as private citizens, employees and Board members of the Hanna Municipal Library have the same rights of free speech as other citizens, however they may not represent the Hanna Municipal Library on their own personal social media sites and they are reminded that they are bound by the official Oath of Confidentiality, the Freedom of Information and Protection of Privacy Act and the Hanna Municipal Library Code of Conduct and must not disclose any Hanna Municipal Library information or content that they are not specifically authorized to disclose.
15. Acting as a private citizen, a library employee or Board member must use a private email address and make every reasonable effort to make it clear that their contribution to social media sites is as a private individual, and not as a representative of the Hanna Municipal Library.

### **Official Hanna Municipal Library Social Media Sites**

16. Hanna Municipal Library Social media sites shall be created and maintained in accordance with library standards and with identifiable characteristics of an official site which shall include but is not limited to the Hanna Municipal Library logo. Hanna Municipal Library identifiable structures may be permitted and all official sites shall include accurate and complete contact and addressing information for the Hanna Municipal Library.
17. When planning to use a social media channel, consideration must be given to the following:
  - a. The Hanna Municipal Library marketing objectives and alignment with the library policies.
  - b. The reputation and ability of the social media channel to reach the intended audience.
  - c. The approach to be used in content moderation and the moderator tools provided by the social media platform.

- d. Risks and issues regarding Public Relations (reputation), Information Management and Technology, FOIP, Privacy, Legal (liability, protection of copyright and intellectual property) that may be incurred by the Hanna Municipal Library and users accessing the social media channel.
- e. That library content, including images and video will likely be downloaded, shared and re-used in other ways on other sites, altered or re-posted to the same or other sites, the Hanna Municipal Library will ensure this risk is acceptable for all content posted to these sites.
- f. That Hanna Municipal Library information is directly accessible to unregistered users of a social media site and/or this information is also available on the Hanna Municipal Library's website or other channels.
- g. The library will post, monitor, respond, contribute to or seek to influence social media conversations in a manner that is identifiable as being made by or on behalf of the Hanna Municipal Library by authorized spokespeople

### Site Content

18. The site Administrator(s) in conjunction with the Library Director will be responsible for publishing and maintaining content for all Hanna Municipal Library social media sites
19. The Hanna Municipal Library website at [www.hannalibrary.ca](http://www.hannalibrary.ca) will remain the library primary and predominant internet presence.
20. Wherever possible, content posted to the Hanna Municipal Library social media sites will also be available on the Hanna Municipal Library and Town's website.
21. Wherever possible, content posted to Hanna Municipal Library's social media sites should contain links directing users back to the Hanna Municipal Library official website for in-depth information, forms, documents or online services necessary to conduct business with the Hanna Municipal Library.
22. Visitors and users of official Hanna Municipal Library social media channels shall be informed of the rules of engagement or participation standards, with respect to abusive, hateful, defamatory, anonymous and other inappropriate comments or content, including information that jeopardizes the privacy of others. A clear statement shall be posted or linked so that the public is aware that inappropriate posts are subject to removal, including but not limited to the following types of postings regardless of format (text, video, images, links, documents, etc.):
  - a. comments not related to the Hanna Municipal Library, its programs or affiliates;
  - b. profane language or content;
  - c. content that promotes, fosters or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation
  - d. sexual content or links to sexual content
  - e. unreasonable solicitations of commerce as determined by the Administrator(s).
  - f. conduct or encouragement of illegal activity;
  - g. information that may tend to compromise the safety or security of the public or public systems;
  - h. content that violates a legal ownership interest of any other party;
  - i. comments relating to specific election candidate campaigns, platforms or opinions;
  - j. Personnel information.

Any content removed based on these guidelines must be retained, including the time, date and identity of poster when available.

### **User Created Content**

23. Wherever possible, the Hanna Municipal Library will leave all user-created content unmodified, including those of complaints and criticism. Where user-created content is hateful, derogatory, abusive or jeopardizes the privacy of others, the comment may be deleted or altered to fix the above, however, a response should always be made identifying that the content was modified or deleted and why it was modified or deleted, and then identify the complaint, criticism or comment and respond accordingly.

### **Legal Liability, Copyright and Intellectual Property**

24. Sharing or posting content owned by others will be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to, quotes, images, documents, links, etc.

25. Electronic information posted to a social media site by someone authorized by the Hanna Municipal Library, or a member of the public, will be considered a public document or statement.

26. Content on the Hanna Municipal Library social media sites will not be considered a corporate record as the information posted is transitory in nature.

27. Information and comments shared through social media channels will comply with the Library's Policies and Procedures and shall not disclose confidential or proprietary information. The Hanna Municipal Library reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

**Approval Date: July 8, 2019**

**Amended Date: April 12, 2021**

**Date for Review: April 2023**