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# **BRAMPTON LIBRARY**

## **Social Media Policy**

**Policy Objective** *To outline how staff, Library Board members, volunteers, customers and the public of Brampton Public Library (the Library) will be governed in its utilization of social media tools for library purposes.*

It is understood that a policy to define the acceptable use of social media marketing will be guided by the following principles:

- To support the objectives outlined in the Library’s Strategic Plan
- To support the Library’s goal to enrich lives by promoting literacy and access to recreational, informational, and educational materials and fostering connections with others and the community
- To extend the Library’s reach and support its connection to customers outside of its branches and reinforce its relationships with partners, supporters, and key stakeholders
- To increase opportunities for dialog with customers and supporters and provide a simple method for customers to seek assistance and provide feedback
- To provide a wide range of entry points to the Library’s services and collections
- To extend and enhance the Library’s reputation as a knowledge provider and trusted resource

**The Social Media Policy will:**

- Foster the effective and efficient use of online and social media to support excellence in service development and delivery, and collections promotion
- Outline acceptable participation for staff, Library Board members, volunteers, customers and authorized external contributors, if applicable
- Minimize risks by establishing guidelines for acceptable use and participation

The Library recognizes the positive potential of social media marketing and considers these channels to be held to the same standards as traditional marketing forms. The opportunities that exist include:

- Raising awareness of all of the Library’s benefits and services to the community
- Supporting the high value placed on excellent customer service and user accessibility
- Promotion and publicity of programs, products, services, outreach, and more
- Reinforcement of the Library’s brand visibility and identity

The Library accepts no responsibility whatsoever for social media content that originates from any sources other than Brampton Public Library employees or its authorized external contributors, if applicable.

To ensure that this social media policy delivers maximum potential benefit and minimal risk the Library will:

- Make public its Terms of Use requirements for social media participation and content including, but not limited to:
  - the Library’s right to alter, amend, or remove content that does not comply with the Library’s Terms of Use
  - a contact at the Library to whom complaints and inquiries may be directed
  - a statement of guidelines for social media posts
- Advise the public of its social media channels
- Train staff in the use of effective and appropriate communication via social media
- Adopt preferred analytics to monitor and evaluate the effectiveness and efficiency of its digital marketing to meet the Library’s objectives and strategic goals
- Adhere to established risk management processes to prevent and manage issues and incidents

The **Scope** of this Policy applies to all social media channels present and future and all staff, Library Board members, volunteers and customers as well as any authorized external contributors, if applicable, and all members of the public. It exists to provide clarity and guidance as to the Library’s presence and activity in the social media environment.

**Library Staff** interacting online will provide information, encourage communication, and deliver excellent customer service with the same high standards as they do in person. As an extension of its physical presence, the Library’s same service values apply when interacting through its social media channels. Posts and comments must always be reflective and in keeping with the Library’s mission statement, strategic objectives, standards, and best practices. Unacceptable social media content must be reported to the appropriate supervisor as quickly as possible. Content created by an employee as part of their role belongs to the Library, not to the employee.

**Staff, the Library Board and Volunteers are required to exercise good judgment and maintain their professionalism when posting on their personal social media feeds**, when identified as an affiliate of the Library. It is essential for all affiliates to be aware of the potential impact of their posts and comments on their personal social media feeds on the brand, service values, and professional reputation of the Library, in accordance with the Employee Code of Conduct found on the Library’s website. If you identify yourself as a Brampton Library staff member, Library Board member or Volunteer when you post on social media, please include a disclaimer in your profile that the content expressed in posts are your own and do not represent the views of Brampton Library.

For example, if you plan to post messages about the library, like this:

- “Brampton Library has the best collection of mystery books in Ontario.”

You will also need to identify yourself in your profile:

- “Shelver at Brampton Library. Opinions expressed are my own.”

If you do not identify yourself as a Brampton Library staff, Library Board member, volunteer or customer instead keep the contents of your social media messages purely personal you do not need to add a disclaimer.

Staff, Library Board members, volunteers and customers must also be mindful of the potential for their posts to cause harm to Brampton Library’s reputation. Here are a series of questions that if the answer is yes, do not post:

- Could this potentially harm Brampton Library’s reputation in any way?
- Would you want your supervisor to see this post?
- Is the post in any way confidential in nature?
- Does the post speak negatively about staff or customers?

**Customers and the General Public** are welcome and encouraged to contribute to our dynamic and interactive social media conversation if and when their posts are in keeping with the Library’s mission statement, strategic objectives, standards, and best practices, in accordance with the Rules of Conduct found on the Library’s website.

**Content generated through social media channels**, including stories, video, graphic novels, artwork, etc. is permitted, unless its format is inconsistent or incompatible with the social media channel’s specifications or parameters. From time to time the Library may solicit user content to be featured in its social media interactions, at its discretion. All such content may be used and reproduced as the Library wishes. Through contribution of content, users accept the Library’s right to use, reproduce, and modify that content without payment to the contributor. *Users are required to ensure that they retain rights to contribute the material and that they will bear full responsibility for any infringement of the rights anyone else may have with respect to said material.* Authorized external contributors now and in the future, such as writers in residence and others interacting on the part of the Library, are held to the same guidelines as Library staff, customers, and the general public.

**Social Media Content** not in keeping with the Library’s Rules of Conduct will be removed and may result in restrictions on future postings by the contributor. The Library reserves the right to edit posted material for any reason. The Library is not responsible for the reliability of content contained in links and posted to its social media sites that refer to the Library; nor does the content of any posted messages imply the Library’s endorsement. The Library encourages the social interaction of its fans and followers and will make best efforts to interact with them and participate in the conversation wherever possible. The Library commits to read all posts and comments and forward to Library staff as appropriate. However, the Library does not guarantee a response to social media posts or direct messages. All content on the Library’s social media channels remains the property of the Library. The usual process to obtain permission to reproduce content, incorporating the Library’s Terms of Use, will apply.

**Risk Management** of the Library’s online social media channels is maintained to the greatest possible extent in keeping with its understanding of the permanence of digital messages and their potential harm

to the Library's brand and reputation. This Social Media Policy and its associated guidelines and training procedures are created to minimize this inherent risk.

The Library will engage in best practices for managing its interactions on social media channels, as follows:

- Insist upon the appropriate supervisor's approval for establishing participation in new social media channels
- Create structure for participation, including governance and guidelines for effective and appropriate use on social media
- Monitor regularly its social media channels to ensure ongoing relevance and appropriateness
- Ensure social media channels have appropriate staff resources to maintain presence
- Provide training to staff before they engage on specific social media channels
- Create, post, and ensure adherence of its Terms of Use document
- Review its social media channels to ensure that they are successful and sustainable

The Library manages an incident involving staff, Library Board members, volunteers or customers on one or more of its social media channels through the development and maintenance of risk management processes and procedures, to ensure a timely and appropriate response. If an issue presents or an incident occurs, the Library will review and take action, incorporating one or more of the following strategies:

- Issue a response, correction, or apology
- Delete a post
- Investigate similar or related incidents to prevent re-occurrence
- Obtain legal advice/take legal action
- Apply the Library's Rules of Conduct and potentially exclude customers from use of facilities, depending on the severity of the incident
- Involve Human Resources, including possible disciplinary action or dismissal
- Review the incident at its conclusion to determine how it could have been avoided and/or the response improved

The Library's social media channels are by definition always available and regularly monitored. Response may not be immediate, but it will be timely and appropriate. Parents and legal guardians are required to monitor and limit their children's participation on social media channels. This is not the responsibility of the Library.

The Manager of Marketing and Communications is responsible for the implementation of this policy.

This policy will be reviewed annually and will be revised in light of any legislative changes as necessary.  
This policy is available in an alternative format upon request.