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Policy Title:	Social Media Policy	AKM
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OP – 03 Social Media Policy

Purpose:

Hanover Public Library (HPL) uses social media to extend our services online, to reach and communicate with people through a broad range of media channels, and to promote our image as a vital, relevant, accessible, welcoming, inclusive and technologically connected community hub.

Scope:

This policy defines the roles and responsibilities of staff and of the public using social media tools for HPL purposes, in order to maintain a consistent, appropriate and sustainable online presence.

Definition:

Social media is defined as any web application, site or account created and maintained by HPL staff, under the direction of the CEO and assigned staff, which facilitates an environment for library staff and library users to share opinions and information about library related subjects or issues.

Principles:

We are committed to:

- Providing accessible and inclusive services
- Responding to questions and concerns in a timely manner
- Maintaining the highest levels of accuracy, objectivity and impartiality in the information that we communicate
- Respecting the privacy and anonymity of those with whom we communicate
- Respecting freedom of speech and difference of opinion while protecting staff and users from offensive, abusive, or otherwise inappropriate speech

We expect the following from those who use our social media services:

- Show courtesy and respect to the HPL organization, staff and other users
- Post positive, relevant, and constructive contributions
- Adhere to all levels of government legislation including the Ontario Human Rights Code

Objectives:

Objectives of HPL's social media presence include:

- Quick and wide ranging communication with our community and the world
- Promoting a positive image, awareness of library services, and extending our brand
- Connecting with new audiences
- Improving accessibility through use of a variety of communication channels
- Providing a simple method for customers to provide feedback and seek assistance
- Extending the reach of HPL's customer service online to improve relationships with library customers, potential customers and key influencers
- Engage in a dialogue using an interactive, real time platform and an informal voice to provide outreach to the wider community.
- Promoting and providing multiple entry points to our services and collections
- Expressing thought, leadership and credibility, enhancing HPL's reputation online
- Demonstrating our commitment to and understanding of emerging media/technology

Policy:

HPL regards online social media in the same way as its other communication and service channels. Social media will be used as and when appropriate and effective in accordance with its mission of serving Hanover's community needs for empowerment, enhancing quality of life, being a community hub and providing access to resources.

In order to ensure that the online voice of the library is consistent with our mission, brand and core principles, only those library staff members designated as page administrators are permitted to manage HPL social media sites, to create content, and post as HPL.

HPL page administrators communicating through library social media platforms are expected to maintain high standards of honesty, courtesy and customer service, and to provide engaging, useful and accurate content.

Page administrators will manage all communications and contributors. They are also responsible for upkeep, ensuring that content posted is up-to-date and responses are provided in a timely manner.

We welcome and encourage public engagement and dialogue, and we respect the principle of freedom of speech. However, our library Code of Conduct applies to users of our social media channels. Terms of use will be posted to explain appropriate communication, and inappropriate content will be removed. All users including staff will comply with all terms of service/ standards of use published by the social media platform.

Use by children:

As with more traditional resources, the Library does not act in place of, or in absence of a parent. The Library is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of this resource.

Related Documents:

Copyright Act (R.S.C., 1985, c. C-42) as amended

Ontario Human Rights Code (R.S.O. 1990, c. H. 19, s.5(1)) as amended

Municipal Freedom of Information and Protection of Privacy Act (R.S.O. 1990, c. M.56) as amended

Town of Hanover. ADM-009 **Social Media Policy**

Hanover Public Library. **Internet Use Policy**

Appendix:

Terms of Use – Social Media (May 2016)

APPENDIX 1

TERMS OF USE – SOCIAL MEDIA

In addition to the general rules respecting use of the Library as stipulated in the Code of Conduct Policy, HPL prohibits the use of its social media for any purpose that would contravene any legislation or government regulation, or which might create civil liability by the user or the Library Board to any person. [For example, the Ontario Human Rights Code prohibits certain forms of discrimination and harassment of other individuals or groups, and the Criminal Code of Canada includes prohibitions against child pornography, obscenity, hate literature, and literature for illicit drug use. An example of civil liability is the law of libel and slander. No effort has been made to be exhaustive in giving the above examples.] Users are reminded that ignorance of the law is not an excuse.

Use of Library social media is conditional on the user's agreement to observe this policy. By continuing to use this application, the user indicates agreement to all requirements of this policy. Comments, posts and messages are welcome on HPL social media sites, provided they do not contain:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libellous statements
- Plagiarized material
- Private, personal information published without consent
- Comments unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam

All social media sites affiliated with the Library will be regularly screened by Library employees. All postings are subject to staff approval. Any postings which contain any of the above will be immediately removed and the poster barred from posting any subsequent messages to Library social media sites.

By posting content the user agrees to indemnify HPL and its officers and employees from and against all liabilities, judgements, damages and costs (including attorney's fees) incurred by any of them which arise out of or are related to the posted content. Forums and messaging may not be used for commercial purposes, proselytizing, or for organized political activity.

If any user does not agree to these terms, they are not to use the service, as violation of these terms can lead to legal liability.