



# Dryden Public Library Board

## POLICY

<b>SECTION: OPERATIONAL</b>	<b>NO: OP-16</b>
<b>TITLE: Social Media Policy</b>	<b>Date: March 2023</b>
	<b>Next Review Date: March 2027</b>

### 1.0 Policy Statement

This policy establishes acceptable practices for Library staff who, in the course of their work, engage in the use of social media on behalf of the Library and the public who may respond to Library posts on Social Media. Official Dryden Public Library social media accounts may include, but are not limited to, Facebook, Twitter, YouTube, blogs and Pinterest.

### 2.0 Guidelines for Use

- 2.1 All staff members may be called upon to assist in maintaining the Library's social media channels.
- 2.2 Employees interested in engaging in social media on behalf of the Library must first seek approval or direction from the CEO.
- 2.3 Prior to posting content to the Library's social media channels, employees must sign off stating that they have read this policy, ensuring that they understand the responsibilities outlined in this document.
- 2.4 Employees representing the Library via social media outlets are expected to conduct themselves as representatives of the Library at all times and act in accordance with all Dryden Public Library and applicable City of Dryden policies.
- 2.5 Content containing any of the following will not be allowed on the Library's social media channels (this includes posts by staff and members of the public):
  - 2.5.1 Obscene language or sexual content;
  - 2.5.2 Content that promotes, fosters or perpetuates 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, sexual orientation or gender identity;
  - 2.5.3 Personal attacks, insults or threatening language;
  - 2.5.4 Slanderous or defamatory remarks or potentially libelous statements;
  - 2.5.5 Confidential patron or staff information;

- 2.5.6 Comments not related to the content of the forum;
  - 2.5.7 Content in violation of the City's *Violence Free in the Workplace Policy* and *Harassment/Bully Free in the Workplace Policy*;
  - 2.5.8 Promotion of political candidates;
  - 2.5.9 Promotion of illegal activity, and
  - 2.5.10 Promotion of commercial services or products, other than sponsors, affiliations, or partnerships supported by the Library.
- 2.6 The Library reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
- 2.7 The Library reserves the right to block access from any party who repeatedly submits materials or comments that are deemed inappropriate by the Library.
- 2.8 Library social media channels will be monitored during regular open hours. Library staff will attempt to respond to all inquiries in a timely manner, however contacting the Library through official channels is recommended when time sensitivity is an issue. The Library assumes no responsibility for lack of service due to third-party related downtime or service disruptions.
- 2.9 All Library social media channels shall adhere to applicable provincial, federal and local laws, regulations and applicable Library or City of Dryden policies. However, the Library cannot be held responsible for policies specific to third-party sites.
- 2.10 Upon a staff member's departure from the Dryden Public Library they will be removed from any administrative or editing role on Dryden Public Library social media channels.
- 2.11 Passwords will be changed no less than annually to ensure the security of Library social media accounts. In the case of a security breach or suspected security breach passwords will be changed immediately.

### **3.0 Statement of Responsibility**

- 3.1 It is the responsibility of the Dryden Public Library Staff to:
- 3.1.1 Ensure that social media channels are updated regularly;
  - 3.1.2 Ensure that any prohibited content, as outlined in 2.5, is removed from the Library's social media pages in a timely manner;
  - 3.1.3 Regularly monitor the Library's social media channels during open hours and respond to inquiries received via social media in a timely manner;
  - 3.1.4 Report any security breach or suspected security breach to the CEO or designate immediately; and
  - 3.1.5 Ensure that all messages posted on social media adhere to the Library's Privacy Policy and Canadian Anti-Spam Legislation Policy.
- 3.2 It is the responsibility of the Dryden Public Library CEO to:
- 3.2.1 Ensure all staff act in compliance with this policy;
  - 3.2.2 Act as an intermediary between the Library and third-party vendors;
  - 3.2.3 Ensure that social media passwords are changed in accordance with 2.11; and
  - 3.2.4 Maintain procedures and best practices for staff training purposes.

**Related Documents:**

Dryden Public Library. *OP-03 Protection of Privacy Policy*

Dryden Public Library. *OP-05 Canada's Anti-Spam Legislation Policy.*

Dryden Public Library. *Social Media Best Practices*

History			
<b>Approval Date:</b>	May 2016	<b>Approved by:</b>	L Ayers
<b>Amendment Date:</b>	June 2019	<b>Approved by:</b>	M Benson
<b>Amendment Date:</b>	March 2023	<b>Approved by:</b>	C Kiewning
<b>Amendment Date:</b>		<b>Approved by:</b>	