

DATE: October 18, 2018
TO: Brantford Public Library Board
FROM: James Clark, Manager – Marketing

1.0 TYPE OF REPORT **FOR BOARD APPROVAL**

2.0 TOPIC **Social Media Policy**

3.0 PURPOSE

To provide the Board with a recommendation to approve a new Brantford Public Library Social Media Policy.

4.0 BACKGROUND

The Brantford Public Library has been active on social media platforms for several years. The current Social Networking Software Policy has not been revised since being approved in 2008.

5.0 INPUT FROM OTHER SOURCES

The Library's 2008 Social Networking Software, 2011 Privacy Policy 2017 Canada's Anti-Spam Legislation policies were all reviewed. The City of Brantford Social Media Policy, which was approved in late 2017, was also reviewed.

6.0 ANALYSIS

The Brantford Public Library's current social media policy is now a decade old. Since that time, social media platforms have evolved and new ones have emerged. There have also been staffing changes at the Library, including the hiring of a new Marketing Manager.

Currently, the content posted on Brantford Public Library social media accounts is created and posted by a small group of staff, who make up a social media committee. These staff are called social media authors. Activity is overseen by the Marketing Manager and guided by recently developed social media guidelines that are meant to provide general direction and not limit creativity.

The Library's social media profiles have provided an excellent opportunity to communicate with the public in a tone that aligns with our organization's passion for creativity and discovery, which builds on the Library's brand. Additionally, social media profiles allow the Library to communicate program and service updates and respond to customer questions in a timely manner.

The below table provides information on each platform used and any accompanying information. All information is current as of August, 2018.

Platform	Followers/Likes	Used for Advertising?	Notes
Facebook	3,026 likes	Yes	<ul style="list-style-type: none">• One or two posts per day created by designated Library staff and Marketing Manager
Twitter	6,318 followers	No	<ul style="list-style-type: none">• Multiple posts per day created by Library staff• Many followers are not local
Instagram	3,621 followers	Yes	<ul style="list-style-type: none">• Posts are created by Library staff every few days
YouTube	15	Yes	<ul style="list-style-type: none">• Posts are infrequent
Pinterest	1,663 followers	No	<ul style="list-style-type: none">• No posts for the last year due to staffing

The Library also uses Facebook to advertise programs and services. This is important as it provides an opportunity to reach people who may not be familiar with Library programs and services and may not think of the Library for certain services. A 2016 Cultural Audience Development Strategy for Brantford-Brant reported there are 150,000 active profiles within 50 kilometers of Brantford's core and 30 per cent of survey respondents said they rely on social media for event information.

The combination of paid and unpaid content on Facebook attracted 5,059 visitors to the Library website in 2017. This was a 90 per cent increase from the amount of traffic from Facebook in 2016, when 2,653 people visited the Library site from Facebook. The number of visitors coming to the library website from Facebook will increase again in 2018.

7.0 FINANCIAL IMPLICATIONS

Social media platforms do not charge any sign up or membership fees and the Library currently uses a free version of a message scheduling/monitoring software. The Library does use Facebook and Instagram for advertising. From January 1, 2018 to Sept. 10, 2018, a total of \$2,306.06 was spent advertising on these platforms. The money for these advertisements comes from the marketing budget and the performance of the ads is tracked. For example, a Facebook ad for the Susanna Kearsley author event ran for one week, reached 5,502 people and resulted in 209 visits to the website. The cost of this ad was \$109.


8.0 CONCLUSION

Social media platforms continue to evolve and present new ways of reaching current and potential customers. The current social media policy, written in 2008, does not reflect the changes that have occurred in the last ten years. The 2008 policy also does not address roles and responsibilities or reflect Canada's Anti-Spam Legislation, which came into effect in 2014. By adopting a new social media policy, the Library can better employ social media platforms to promote Library programs and services, and roles and responsibilities will be more clearly outlined for Library staff and departments.

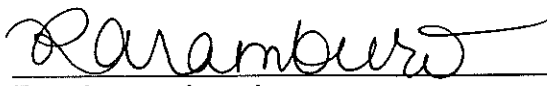
9.0 RECOMMENDATION

WHEREAS the current Social Media Policy has not been revised in 10 years and needs to be updated to reflect changes in social media platforms and Canada's Anti-Spam Legislation, and to address roles and responsibilities;

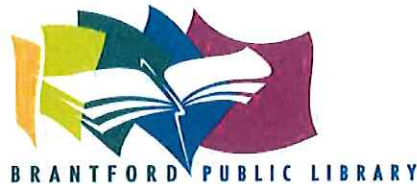
BE IT RESOLVED THAT the Library Board approve the updated Social Media Policy, as presented.



James Clark
Manager – Marketing



Rae-Lynne Aramburo
CEO/Chief Librarian



Policy Title: Social Media Policy	Policy Number:
Policy Type: Operational	Policy Category: Communications
Date Created: September 2018	Date Approved:
Chair/CEO Signature:	
Supersedes: Social Networking Policy (2008)	Date Revised/Amended:
Background documents, related policies: Privacy Policy (2011), Canada's Anti-Spam Legislation (2017)	
Author: J. Clark	

Policy Purpose:

The Brantford Public Library is committed to providing clear and timely communication to promote the Library's vision, programs and services and civic participation.

To achieve this, Library staff use social media accounts to reach the citizens of Brantford.

This policy establishes clear standards for authorized social media authors, employees and volunteers of the Brantford Public Library when using social media to discuss, share or make comments regarding the Library.

This policy does not cover conduct for employees on their personal social media accounts.

Definitions:

Authorized Social Media Author: Means and includes any Library employee, agent, contractor, consultant, vendor, volunteer and any other Library employee responsible for the use, administration, management, monitoring, and/or retention of social media, social media tools or web sites, and/or social media content, in the name of or on behalf of the Brantford Public Library.

Commercial Electronic Message (CEM): An electronic message that encourages participation in a commercial activity. There does not need to be any expectation of profit.

Electronic Message (EM): A message sent by electronic means to an electronic address including, but not limited to, messages sent by electronic mail, text message, instant message or direct message sent through social media messaging systems. An EM does not include messages sent via posted mail or fax, a two way voice conversation, voicemail to a telephone account or posts published on a website.

Social Media Content: Includes any materials, documents, photographs, graphic, videos and other information that is created, posted, or transmitted using social media interest sites or social media tools.

Content:

Standards for public engagement on Library social media accounts

The Library encourages interaction with the public through its social media accounts and encourages customer feedback. Comments, questions and replies will be monitored by authorized social media authors. The

information collected through interactions on Library social media accounts will be shared across the organization in an effort to improve Library services. To protect user privacy and the privacy of others, members of the community are asked not to include any personal information, including addresses, phone numbers and email addresses in comments or replies. Social Media authors shall not release any information that identifies customers in social media posts or private messages.

Social media authors shall notify the Library's Marketing Manager or Chief Executive Officer as soon as questions or comments are posted by an external social media account that are viewed as a complaint or comment that requires further action. These comments are to be responded to within a timely manner during the Library's hours of operation.

The Library reserves the right to "hide" or delete comments that are relevant to the posted topic or are deemed inappropriate as outlined below.

- Text, graphic or video content that is considered profane
- Sexual content or links to sexual content
- Content that promotes discrimination on the basis of mental or physical disabilities, race, age, religion, gender, sexual orientation, marital status, etc.
- Language or graphics that encourage illegal activity
- Content related to non-Library related sales, advertising or promotions
- Comments determined by the Library to be a specific attack on groups or individuals or to be inherently partisan or political in nature
- Content that may compromise the safety or security of the public or public systems
- Content that reveals personal or private information about any particular person or is otherwise protected by any applicable privacy legislation
- Content that violates any Brantford Public Library policy
- Content related to labour relations or employee negotiations
- Content related to litigation that is either expected to proceed, that is currently proceeding, or that has already been decided by a trier of fact
- Content related to Library tenders, RFPs or other procurement matters
- Content that is deemed to be inappropriate by the Library's Marketing Manager or CEO

The Library reserves the right to block any social media users from posting on Library social media pages. Recommendations to block users from posting on library social media pages or profiles can come from Social Media Authors, since they are most familiar with account activity. However, the final decision rests with the Marketing Manager and CEO.

Communicating with the Media and Crisis Communication

Any questions or requests for information or interviews made by a journalist or media organization, including online blogs, through social media should be sent directly to the Marketing Manager and CEO.

In the event of a Library closure or emergency situation, the Marketing Manager shall assume control over all social media accounts and social media authors should refrain from posting until the situation has been resolved. If the Marketing Manager is unavailable, the duty to post will be assigned by the CEO.

Roles and Responsibilities

The Marketing Manager serves as the centralized resource for the oversight, content creation, monitoring and evaluation of all online communication tools for the Library.

The authority to publish, monitor or respond to comments on official Library websites will only be granted to employees and third-party contractors specifically authorized to do so by the Marketing Manager.

Library staff are encouraged to engage on social media through their own personal accounts to help promote the Library's programs and services. These employees must be reminded their comments may reflect on their position within the Library and on the Library itself. Library staff must not represent themselves as an official spokesperson for the Library without the express approval from the Marketing Manager.

Use of Social Media for Advertising

The Library recognizes that social media offers an opportunity to reach current and potential customers to promote library programs and services. To that end, the Library will use social media to advertise to current and potential customers using demographics, interests and previous interactions with the Library through programs and services and website activity.

Social Media and Canada's Anti-Spam Law Compliance

Social media content posted on a wall or feed is not considered a commercial electronic message under Canada's Anti-Spam Legislation.

However, direct messages are considered electronic messages under CASL. Therefore, the Library will not send direct messages to social media accounts unless implied or express consent is received.

Criteria for existing/new Library social media accounts

The Marketing Manager, in consultation with the CEO/Chief Librarian, is responsible for approving the initiation of a new social media account for the Brantford Public Library and may end the Library's participation in an existing social media account at any time.

When evaluating the creation of a new social media account, the Marketing Manager will consider existing resources, changes in the social media landscape, and the potential to reach a new audience or further promote the Library's programs and services.