



Social Media

Operational

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.

Defined Terms

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.

Policy

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 biogs, 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.

History

Supersedes: Social Networking Policy, 2008

Background documents, related policies: Privacy Policy, 2011; Canada's Anti-Spam Legislation, 2017

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