# A black background with a square in the middle AI-generated content may be incorrect.

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| Policy Type: **Operational** | Policy Number: **13 – 14** |
| Policy Title: **Social Media Policy** | Policy Approval Date: **February 14, 2024** |
|  | Review Date: **December 2025** |

# **Purpose**

The Social Media Policy establishes the accepted practices for Library staff engaged in use of social media. Official Library social media and channels may include but are not limited to Facebook, YouTube, Blogs, Instagram and Pinterest.

Social media provides an excellent way to reach out to large numbers of people. The Library uses social media as an effective communication tool that is intended to encourage information sharing and dialogue. The use of social media needs to support the Library’s strategic directions and objectives as outlined in the strategic plan.

# **Guidelines**

## **Participation**

The Marketing and Communication Coordinator position manages and oversees the Library’s social media accounts to ensure that best practices are followed and that the message, branding and tone is consistent. Employees representing the Library via social media outlets are expected to conduct themselves as representatives of the Library at all times and in accordance with the Library’s Employee Code of Conduct, the Town of Grimsby’s Information Technology Use Policy, Workplace Violence Policy, Workplace Harassment Policy and the Communications Policy~~.~~

## **Disclosure**

Official social media channels shall clearly indicate they are maintained by the Grimsby Public Library and shall have Library contact information or web addresses prominently displayed. Each site shall include an introductory statement which clearly specifies the purpose and topical scope of the social media site and the Library’s direct contact information. Wherever possible, visitors to the social media channels will be encouraged to contact the Library directly for matters of requests for service or feedback.

# **Posting Guidelines**

Content, comments or links containing any of the following will not be allowed on Library social media channels. This includes comments by staff or members of the public.

* Content in violation of the Town of Grimsby’s Workplace Violence Policy and Workplace Harassment Policy;
* Slanderous or defamatory remarks, obscene, racist or sexual content; discriminatory language;
* Promotion of commercial services or products other than sponsors, affiliations, or partnerships supported by the Library;
* Promotion of religious entities and/or beliefs;
* Promotion of political candidates or parties;
* Promotion of illegal activity;
* Information that may compromise the safety or security of the public or public systems;
* Confidential patron or staff information;
* Hyperlinks to material that is not directly related to the discussion.

The Library reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Further, if any party repeatedly submits materials or comments that are deemed inappropriate by the Library, the Library reserves the right to block access from that sender.

Social media content created by an employee as part of their employment responsibilities is the property of the Library and not the employee.

Staff and Library Board members are encouraged to promote Grimsby Public Library posts on personal social media accounts as appropriate. However, they are not required to use personal social media accounts for work-related purposes and activities.

When using social media for personal use and when identifiable as a Library employee or Board member, staff and Library Board members must be aware of their role in the organization and the potential impact of their communications on the brand, reputation and service values of the Grimsby Public Library and act appropriately and with good judgment.

The Grimsby Public Library will never use information shared through its social media for commercial purposes nor will it share this information with third-parties unless required by law.

All Library social media channels shall adhere to applicable provincial, federal and local laws, regulations and applicable Library or Town policies. However, the Library cannot be held responsible for the policies specific to a particular third party site.

# **Availability**

The Library will monitor social media channels during regular open hours. As customer service is a priority, we will attempt to respond to all inquiries via social media in a timely manner; however, contacting the Library by phone is recommended when time sensitivity is an issue. The Library assumes no responsibility for lack of service due to channel-related downtime or issues.

# **Related Policies**

* Code of Conduct Policy
* Employee Code of Conduct, Performance and Disciplinary Action Policy
* Internet and Technology Use Policy
* Privacy Policy