

Policy: Social Media

Board motion number: 23:22 March 8, 2022 Chair signature: _____

Social media is defined as any web application, site, or account created and maintained by the Bonnechere Union Public Library (BUPL) which facilitates an environment for library staff and library users to share information and opinions about library-related subjects and/or issues.

Principles

We are committed to:

1. Responding to questions and concerns as quickly as possible;
2. Maintaining the highest levels of accuracy, objectivity, and impartiality in the information that we communicate;
3. Respecting the privacy and anonymity of those with whom we communicate;
4. Respecting freedom of speech and difference of opinion while protecting the staff and users from offensive, abusive, or otherwise inappropriate speech; and
5. Providing accessible and inclusive services.

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

1. Show courtesy and respect to BUPL staff and other users; and
2. Adhere to all levels of government legislation including the Ontario Human Rights Code.

Policy

BUPL regards online social media in the same way as its other information resources, in accordance with its mission to the community. In addition to the general rules respecting use of the library, BUPL prohibits the use of its social media for any purpose which would contravene any legislation or government regulation, or which may create civil liability for the Library Board.

The library does not accept responsibility for any content that appears on its social media sites that is not created or published by library staff. All social media site affiliated with the library will be regularly screened by library employees, and any and all posts, comments, and/or messages which contain anything in violation of this policy (see below) will be removed immediately.

By posting content, the user agrees to indemnify BUPL 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 or for organized political activity.

BUPL will never use information shared through its social media platforms for commercial purposes nor will it share the information with third parties. Personal data will be saved only to ensure service delivery and only within the existing legal framework. We will share personal data with other institutions only as required by law.

Violations

Comments, posts, and messages are welcome on BUPL social media, provided they do not contain:

1. Obscene, racist, or discriminatory content;
2. Personal attacks, insults, threatening language, or harassment;
3. Potentially libelous statements;
4. Plagiarized or copyrighted material;
5. Private, personal information published without consent;
6. Comments totally unrelated to the content of the forum;
7. Hyperlinks to material that is not directly related to the discussion;
8. Commercial promotions or spam; and
9. Organized political activity.

Violations including, but not limited to, the above will result in the immediate removal of the content and the violator may be barred from posting further content or comments on the library's social media site(s).

If any user does not agree to the terms set out in this policy, they are not to use the service, as violation of the terms can lead to legal liability.