

Topic: Technology

4.7 Social Media

Board Motion Number:	24.065
Date of Original Board Motion Number:	May 28, 2013
Date of Current Issue:	June 25, 2024
Date of Next Review:	2029
Attachments:	Schedule A & B

Signature of Board Chairperson (and Date):

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1. The Social Media Policy shall be attached hereto as Schedule “A” and form part of this policy.
 2. That this Schedule “A” will be reviewed as necessary.
 3. That the Social Media Procedures shall be attached hereto as Schedule “B” and form part of this policy.
 4. That Schedule “B” may be amended as necessary and appropriate to ensure that it is current and applicable. Such amendments or additions shall be approved by the Technical Services & Programming Manager and form part of the Social Media Policy and Procedures.

Schedule A

To improve communication with a majority of residents (permanent and seasonal) and enhance customer service, while maintaining professionalism the North Kawartha Public Library is implementing the use of Social Media.

Social Media provides us with the capabilities to engage in two-way communications feasibly, creatively, cost-effectively, transparently and professionally with all residents and visitors regardless of location. The North Kawartha Public Library adopts the following procedures for all social media platforms.

Definition:

Social Media is provided through various forms and includes but not limited to Facebook, YouTube, Instagram, Google and LinkedIn. For the purpose of this policy it will also include the North Kawartha Public Library website.

Roles:

Administrators shall be the Technical Services and Programming Manager and Programming Coordinator or designates.

Procedure:

General Guidelines

1. Disclose only publicly available information. You must not comment on or disclose confidential or proprietary information including but not limited to: financial information, future business performance, business plans, departure of or imminent departure of employees or council members.
2. Ensure you are not the first to make a Corporation announcement unless you have received the appropriate approval from the CEO/Librarian.
3. Ensure that any content you publish is factually accurate and complies with relevant policies of the Library, particularly those relating to privacy, confidentiality and disclosure.
4. Only offer advice, support or comment on topics that fall within your area of responsibility at the Library.
5. Ensure posted material is not obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including the Library, its employees, its contractors, its partners, or other business related individuals, organizations or stakeholders. If you see such content

on our sites, remove it immediately and notify the Technical Services Coordinator.

6. Ensure other people's personal information in social media venues is not disclosed and comply with privacy and confidentiality and other policies and procedures of the Library.
7. Protect yourself and do not disclose personal details.
8. Be respectful of all individuals and communities with which you interact online.
9. Be polite and respectful of others' opinions, even in times of heated discussion and debate.
10. Do not say anything contradictory or in conflict with the North Kawartha Library website.
11. Be honest. Do not say anything that is dishonest, untrue, or misleading.
12. Avoid using social media short forms as they can be misinterpreted and not understood. Clear and concise communication is best.
13. Adhere to the Terms of Use and seek to conform to the cultural and behavioral norms, of the social media platform being used.
14. All uses of social media must follow the same ethical standards that North Kawartha Library employees must otherwise follow.
15. Respect the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including North Kawartha Library's own copyrights and brands. Do not quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce.

Personal Utilization of Social Media:

Although discouraged, this section outlines how the Library policy applies should you choose to make references to the Library, its people, services, competitors, and/or other business related individuals or organizations when you are using a social media platform in a **personal** capacity.

It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing the position of the Library.

1. If you are using Library provided services made available to you as an employee or contractor you must adhere to the Library's Technology Code of Conduct
 - a. Limited personal use of Library provided services (such as email, internet access and social media) is allowed, however on personal time such as meal breaks, reference only publicly available information.
 - b. Ensure you are not the first to make a Library announcement.
 - c. Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about the Library, its employees, its contractors,

Board Members, and/or other business related individuals or stakeholders.

2. You are personally responsible for the content of your posts online, in this context, you have a responsibility to ensure that:
 - a. Any information about the Library services that you provide are informed and factually accurate. If you wish to express your opinions please state they are your personal opinions.
 - b. If you are offering your personal perspective on a matter related to the Library, be mindful that your commentary and opinion does not cause damage to the Library or its interests.

Setting up Social Media

All Social Media platforms shall have the same look and feel in order to be visually recognized and allow users to find us online.



<http://www.northkawarthalibrary.com>
[@nkpubliclibrary](http://www.facebook.com/NorthKawarthaLibrary)
<mailto:socialmedia@northkawarthalibrary.com>
[@nkpubliclibrary](#)

Controversial Issues

If you see misrepresentations made about the North Kawartha Public Library in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Any posts in this nature may be removed, the individual warned and if repeated, blocked by Administrators.

Enforcement

Policy violations will be subject to disciplinary action, up to and including termination for cause.

Schedule B

Social Media Procedures

All:

1. The Technical Services and Programming Manager has final approval on all social media accounts and may request that information be removed immediately. Staff are ultimately responsible for all content posted on behalf of the Library.
2. Updating and maintaining the website and other social media account content in a timely manner is mandatory.
3. Contact the Technical Services and Programming Manager if you require assistance.
4. Use Keywords as often as you can: North Kawartha Library, North Kawartha, Apsley, Woodview, Big Cedar, Glen Alda
5. Keep these goals in mind:
 - To increase awareness
 - To provide easy access to information on our services
 - To interact with our customers through use of the internet and social media
 - To foster trust
 - To provide the information in a timely manner
 - To provide current news to all our patrons

Website:

1. Training on updating the website will be provided by the Technical Services and Programming Manager. For additions, deletions or changes to the website, the new content should be sent to the Technical Services and Programming Manager.

Facebook:

1. Training on Facebook will be provided by the Technical Services and Programming Manager.
2. Only the Administrators will like entities / people.
3. Facebook allows more room for information for lengthy announcements.

Instagram:

1. Training will be provided by the Technical Services and Programming Manager.
2. Only the Administrators will like entities / people.
3. Instagram allows for visual information. Bio will direct back to the website.