



Carleton Place Public Library

Policy Type: **Operational**

Policy Number: OP-10

Policy Title: **Social Media**

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Year of next review: 2026

The board recognizes social media as an essential tool for organizational and individual development. Through social media the communication between staff, library users and the community is enhanced and extended.

This policy sets our requirements and provides guidelines for employees and community members who engage in the library's online and social media channels.

Social Media is defined as any web application, site or account created and maintained by Carleton Place Public Library which facilitates an environment for library staff and library users to share opinions and information about library related subjects or issues.

Section 1: General

1. The board supports the use of social media, while recognizing the need to protect the organization's image.
2. Staff are encouraged to use social media tools for the benefit of the library. This may include:
 - a) general research on work related issues
 - b) following social media as part of ongoing professional development
 - c) participating in social media networks created by organizations, and individuals
 - d) proposing the use of social media applications in library programs and services
 - e) staff or user training
 - f) marketing of library programs and services
 - g) dissemination of information

Section 2: Risk Management

1. Any proposal by staff to introduce social media applications to expand or promote library services requires the approval of the Library CEO or delegate
2. The library's social media applications/profiles are the intellectual property of the library and not of the individual tasked with maintaining them.
3. When setting up a library account for a social media application, a record of the logins/passwords will be maintained centrally by the Library CEO.



4. The Library CEO and Assistant Librarian will be responsible for monitoring social media communication, and any mentions/discussions of the library in the larger social media environment. This will ensure that discussions initiated by library staff follow the standards established in this policy, and also ensure that any questions or queries from outside the library are responded to in a timely and appropriate fashion.
5. Comments, posts and messages are welcome on CPPL social media sites, provided they do not contain:
 - Obscene or racist content
 - Personal attacks, insults, or threatening language
 - Potentially libellous statements
 - Plagiarized material
 - Private, personal information published without consent
 - Comments totally unrelated to the content of the forum
 - Hyperlinks to material that is not directly related to the discussion
 - Commercial promotions or spam
6. Posting from external contributors to the library's social media channels may not be shared, or may be removed, at the direction of the Library CEO or his or her designate when the content of the posting is considered malicious or destructive rather than a constructive contribution to a conversation.

Section 3: Content

1. Posts by library staff should:
 - a) develop relationships with our users and community
 - b) raise awareness and promote the library
 - c) deliver information
 - d) improve and support customer service
 - a) build a sense of community
 - b) humanize library staff
2. When posting or engaging in conversation on any social media site as a representative of the CPPL, a staff member must:
 - a) accurately and completely identify himself or herself and the library
 - b) use proper spelling and grammar, and use an appropriate voice and tone:



We Are:	But Not:
<ul style="list-style-type: none"> • Collective 	<ul style="list-style-type: none"> • Always use 'we' instead of "I"
<ul style="list-style-type: none"> • Honest 	<ul style="list-style-type: none"> • Blunt to the point of being rude
<ul style="list-style-type: none"> • Casual and approachable 	<ul style="list-style-type: none"> • Persistent users of slang, emojis or memes
<ul style="list-style-type: none"> • Authoritative 	<ul style="list-style-type: none"> • Overly bureaucratic
<ul style="list-style-type: none"> • Knowledgeable 	<ul style="list-style-type: none"> • Condescending
<ul style="list-style-type: none"> • Informative 	<ul style="list-style-type: none"> • Gossipers
<ul style="list-style-type: none"> • Proud 	<ul style="list-style-type: none"> • Arrogant

- c) post accurate information and respond to errors promptly and honestly
- d) exercise good judgment and common sense; opinions expressed should reflect the opinions of the library as a whole
- e) respect copyright
- f) protect confidentiality and show consideration for the privacy of others
- g) make others feel comfortable sharing, connecting and receiving help
- h) be respectful of others and their opinions
- i) provide worthwhile information and perspective
- j) report inappropriate behaviour, such as a malicious post on the library Facebook wall, to the Library CEO or designate.

3. Content that contravenes our Code of Conduct, or otherwise violates privacy or other legislation will be removed from the site. Violations may result in restrictions on future postings to CPPL social media sites. CPPL reserves the right to edit or modify submissions when reposting or providing comment. CPPL is not responsible for the reliability of content provided via links that are posted to our social media sites. Being followed by CPPL on any social media platform or having messages or content created by other parties shared on CPPL social media does not imply endorsement.

CPPL welcomes feedback and ideas from all our customers, and will endeavour to join the conversation where possible. We will read all messages and comments and ensure that emerging themes or helpful suggestions are passed to the relevant staff at CPPL; however, CPPL will not be able to reply individually to all messages received via social media.

4. Customers are reminded to protect their privacy when participating in online public forums.
5. Due to the nature of social media, users typically expect responses in a timely, sometimes unreasonably fast, manner. Responding to comments outside of working hours and on the weekend will be at the discretion of the Library CEO or Assistant Librarian. Whenever possible, automatic response features should be utilized to inform users of when they can expect a response.

Reporting Concerns

If you have any concerns regarding application of this policy or CPPL social media sites please contact the Carleton Place Public Library and you will receive a response in five working days.



Related Documents

OP-05 Code of Conduct
Town of Carleton Place Disconnecting from Work Policy