

**Policy Name:
SOCIAL MEDIA**

Resolution #:	LIB2026-09	Date:	29 May 2012
Review Cycle:	Once per term	Adoption Date:	7 June 2012
		Effective:	7 June 2012
		Last Reviewed Date:	4 September 2026

POLICY STATEMENT AND RATIONALE

The purpose of this policy is to provide a statement of philosophy and identify key objectives respecting the use of social media as a communications and promotional tool of Library news, events and services. Additionally, to provide guidelines for the appropriate personal use social media

SCOPE

This policy shall apply to the City of Kawartha Lakes Public Library and all of its branches.

DEFINITIONS

In reading and interpreting this policy, the following definitions shall apply

“Branches” means a library branch of the City of Kawartha Lakes Public Library.

“CEO” means the Chief Executive Officer of the City of Kawartha Lakes Public Library.

“City” means the Corporation of the City of Kawartha Lakes.

“Library” means the City of Kawartha Lakes Public Library.

“Library Board” means the City of Kawartha Lakes Public Library Board.

“Social Media” means web-based applications that allow users to interact, share and publish content such as texts, links, photos, audio and video.

POLICY, PROCEDURE AND IMPLEMENTATION

1.0 Responsibility

- 1.1 The ultimate responsibility for the implementation of this policy will lie with the CEO acting according to the principles established by the Library Board.
- 1.2 The CEO will ensure that the Library's use of social media aligns with the City's Social Media Policy and Management Directive.

2.0 Objectives

- 2.1 The Library supports the responsible and effective use of social media for library purposes including:
 - Promoting Library programs and services
 - Advising Library users of time-sensitive news and information
 - Listening and engaging with our community and patrons
 - Sharing information relevant to the community from the City and our community partners

3.0 Content

- 3.1 Comments, posts and messages will be welcome. However, the Library reserves the right to monitor content before or as it is posted on all social software web sites and accounts.

In addition to items outlined as inappropriate by the City's Social Media Policy, the following will also be removed:

- Obscene or racist content
- Personal attacks, insults or threatening language
- Potentially libellous statements
- Plagiarized material
- Private or personal information submitted without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions, organized political activity or spam

- Any messages deemed to be in violation of copyright, trademark right or other intellectual property right of any third party
 - Photos or images which may fall into any of the above categories
- 3.2 Abuse, as outlined in 3.1 above may result in the responsible poster being barred from posting any subsequent messages to the Library social media channels. Violation of the terms can lead to legal liability.
- 3.3 The Library is not responsible or liable for content posted by any subscriber in any forum, message board, or any other area within the service.

4.0 Staff Use

- 4.1 Staff use of social media is expected to be consistent with the City's applicable appropriate use policies and management directives.
- 4.2 Except for work-related assignments, library staff are expected to limit their access and time spent on social media while at work to their approved lunch and break periods
- 4.3 Library staff must ensure that any personal blogs or social media channels, where they are identifiable as Library employees, have clear disclaimers that the views expressed by the author are theirs alone and do not represent the views of the Library.
- 4.4 Library logos may not be used without consent of the CEO.

5.0 Reporting Violations and/or Complaints

- 5.1 Those with concerns about content posted by the administrators or patrons of City of Kawartha Lakes Public Library's social network accounts may email the CEO.

See also:

City of Kawartha Lakes, *Social Media Management Directive* (MD2018-002)