

Section	Use of technology	Section#:	6.0.0
Sub-section	Technology policy, planning & administration	Sub-section #:	6.1.0
Topic	Online Media Policy	Policy :	6.1.9

Policy

The Selwyn Public Library Board recognizes the importance of Online Media resources as a valuable communication tool to provide information and create awareness of the Library and its programs and services.

When participating in online media activity, the Selwyn Public Library will adhere to the Township of Selwyn Organizational Policy 2.5 – Online Media Policy including: Terms of Use, Privacy Statement, and Accessible Format Standards (Selwyn Public Library Integrated Accessibility Standards Regulation - Statement of Commitment 2.0.2 and the Township of Selwyn Integrated Accessibility Standards 8.1 & 8.2)

The Selwyn Public Library Board shall establish appropriate guidelines for the posting of information to online media resources - (Appendix A)

To ensure that our website and other social media platforms remain timely and interesting, the library will ensure postings of new content on a regular basis.

In the event of a controversial or inappropriate posting, designated staff after consultation with the CEO/Librarian or Board Chair shall respond in an appropriate manner.

Information and comments shared through Online Media sites will comply with the Library's Policies and Procedures and shall not disclose confidential or proprietary information.

Scope

Social Media is provided through various forms and includes but not limited to Facebook, Twitter, YouTube, Blogs, Google and LinkedIn. For the purpose of this policy, social media shall also include the Selwyn Public Library's website.

Procedures

General

The Selwyn Public Library website shall be the main platform for all information and all other social media platforms shall directly link back to it for detailed information.

Administrators shall be the CEO/Chief Librarian and the Technology & Training Coordinator or designate.

Administrators shall be responsible for the overall publishing and content on the Selwyn Public Library's Online Media sites and shall have final approval.

Staff may post items or respond to requests for information related to their area of responsibility within the Library. Selwyn Public Library recognizes that employees are committed to high standards of ethical and professional communication, and expects this behavior to continue in the online environment. Social media is an extension of the Library's traditional channels and the Library service values therefore apply. Postings, comments and all online content should reflect the mission and values of the Library.

Administrators shall be responsible for the removal of any inappropriate posts, or comments.

All staff will ensure that all online media follow the posting guidelines as outlined in Appendix A.

Social media managed by the Library may contain links to content on other sites. The Library is not responsible for the reliability or accuracy of content managed within these links.

Website

Every effort shall be made to ensure that the content contained within the Library website is timely and accurate; however due to circumstances beyond the Library's control, information may change without notice, and reliance upon any material in this site shall be at the user's risk.

Any personal information collected for any library purpose shall be only what is necessary to conduct library business and will not be shared with any other organization.

Sharing or posting content owned by others will be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to, quotes, images, documents, links, video clips, etc.

Responsibilities of Participants when Posting

Comments, posts and messages are welcome on Selwyn Library social software sites. Any comments must comply with the approved posting guidelines.

The Library does not restrict access to online communication for children and youth. Parents and legal guardians are responsible for monitoring and/or limiting the use of Selwyn Public Library's online and social media channels by their children.

Library social media resources are accessed by minors and accordingly posts, and contributions must be suitable for all ages.

All social media platforms affiliated with the Library will be regularly screened by library staff. Library administrators reserve the right to remove unsuitable content

(as defined in Appendix A – Social Media Posting Guidelines for the Library). All postings which contain any prohibited content will be immediately removed.

Posts which misrepresent the Library may be removed, or if minor in nature responded to publicly to provide correct information. Individuals who continue to post inappropriately following a warning, will be permanently blocked from posting any subsequent messages.

Responses to concerns or complaints about the online service environment will be issued in a timely fashion.

Related Documents:

Township of Selwyn Organizational Policy 2.5 – Online Media Policy

Township of Selwyn Integrated Accessibility Standards 8.1 & 8.2

Integrated Accessibility Standards Regulation - Statement of Commitment 2.0.2

Technology Policy 6.1.1

Staff Use of Technology Policy 6.1.4

Appendix A: Social Media Posting Guidelines (Library)

History:			
Date of Original Board Motion:	May 26, 2015	Motion #	2015.43
Date of Amendments: (if any)	June, 2019		2019.070
Date of Next Review:	June, 2024		