

Social Media Policy

IT 105: Social Media Policy

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Through social media, the Prince Edward County Public Library and Archives has the opportunity to reach new audiences and showcase our role in the Prince Edward County community to existing audiences. All staff are highly encouraged to participate in the development of our social media presence by creating content and sharing ideas. The following policies and procedures will assist staff in actively participating in promoting the Library through social media.

Policy

Material posted will be appropriate, respectful, and adhere to the Library's existing policies and procedures.

Social media includes the Library website, Facebook pages, Instagram account, and any other future social media platforms the Library may use which includes but is not limited to YouTube, Twitter, Flickr, LinkedIn, Pinterest, and Snapchat.

Social Media Authorized Staff

The following staff positions will have access and authority to recommend or authorize posts on the Library social media platforms for their respective departments and branches. However, for consistency and controlling the flow of posting, all content will be scheduled through Buffer or other scheduling tool and posted solely by the Social Media Coordinator. All content posted must abide by the Social Media Guidelines outlined below.

Authorized Staff Include:

- Library CEO
- Archives Manager
- Collections Coordinator
- Technology Resource Centre Coordinator
- Child and Youth Outreach Coordinator
- Any other staff appointed by CEO

Anyone posting to social media on behalf of the Library will use the Library's social media account rather than their personal account.

Social Media Guidelines:

The following guidelines are designed ensure staff are posting content that aligns with the Library's image and standards.

- Posting on behalf of the Library:
 - All content posted to Library social media accounts is to be posted on behalf of the Library, not an individual employee. The posts should be from the voice of the Library, however, a specific department can be identified to provide a more personalized response.
- Visual Consistency:
 - If there are any posters being added for Library events, ensure that the Style Guide is being followed (for example the location information is there, current Library logo is present).
- Appropriate response to social media posts:
 - If there is a post on a social media platform that can be answered without infringing on any privacy restrictions for the Library or its' patrons, then the administrator with the knowledge and connection to the question can answer publicly, directly to the original post.
 - If there is a post on a social media platform that cannot be answered without infringing on privacy restrictions for the Library or its' patrons, then the response to the post should state that the question or comment can be discussed via telephone or in person to maintain privacy for all involved.
- Posting of photos of patrons to any Library social media platform:
 - In order to post pictures of patrons to any of our social media platforms, it is crucial to ensure the patron has granted permission verbally or in writing.
 - Sign-in forms for events where photos may be taken should indicate that the photos may be posted to a social media platform.

Third Party Posting:

On occasion, third party organizations may request to post to/on our social media platforms. The Library's social media accounts are not meant to be free advertising or publicity for the community so as to avoid the appearance of favouritism or enabling certain businesses or organizations.

However, from time to time, events and material from third party organizations will be appropriate to post to the Library social media accounts, as long as the material meets the following criteria:

- Must be related to the goals and vision of the Library.
- Must be from a credible source.
- Must have community focus on Prince Edward County and the patrons the Library serves (for example community events, public concerts, cultural events, publicly accessible educational materials/resources).

Third party posts must be managed by a social media authorized staff member and approved by the CEO. Priority will be given to posts that benefit the Library and its social media presence. As much as possible, they must follow the same submission and posting procedures as internal postings.

Monitoring:

Efforts will be made to monitor and maintain all social media platforms at least once per business day to ensure content is accurate and appropriate.

If comments/questions are posted to our materials the following steps will be taken:

- If an authorized staff member can resolve the inquiry immediately, comments should be responded to in a conversational manner.
- If the authorized staff member who can answer the inquiry is currently unavailable, the individual who made the initial comment will be directed to contact the department/staff member who can provide the most accurate information.
- If this issue is ongoing and cannot be resolved over social media, the individual will be instructed to contact the appropriate branch to speak with the appropriate staff member directly.
- If inappropriate comments are made on the Library's social media platforms, they will be immediately deleted by an authorized staff member. Inappropriate comments can include but are not limited to disrespectful comments directed towards staff, patrons, and other community members, and comments out of context with the social media post. Notification of the deleted and inappropriate posting should be sent to other members of the authorized staff. Documentation of removed posts should be provided along with justification for the removal.

Personal Use of Social Media

When engaging in social media or online forums outside of work, staff should make it clear that the views they express about the Library, or community related issues, are their own and do not necessarily reflect the Library's view.

Personal use of social media should be respectful of the Library, colleagues and Library clients. While online activity can be a medium of self-expression, it may be very public and reflect on both the individual and the Library. Social media means any tool for online publication and commentary, including blogs, social networking sites such as Facebook, Twitter, Instagram and YouTube.

Staff is encouraged to avail themselves of the internet including using social media tools for the benefit the Library. This may include general research on work related issues, following social media as part of ongoing professional development, staff or user training, and participating in appropriate online forums approved by authorized Library Staff.

Inappropriate posting on, or use of, social media may result in disciplinary proceedings up to and including dismissal.