



## **AURORA PUBLIC LIBRARY SOCIAL MEDIA POLICY**

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Aurora Public Library's (APL) online presence contributes to its official corporate communications with the public through text, photos, video and audio files shared via tools such as blogs, wikis, social media networks, content sharing platforms, podcasts as well as the new technologies and platforms which are constantly emerging.

The same standards, policies and guidelines apply to online and social media as all forms of Library communications.

### **1.0 PRINCIPLES**

Aurora Public Library will use social media channels to extend the Library's welcoming environment and provide a venue for communication between customers, partners and library staff in a manner that is consistent with the Library's mission, vision and service values.

The Library is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of these communications.

APL promotes the free exchange of ideas while protecting personal information and rights.

### **2.0 SCOPE OF POLICY**

The social media policy applies to all Library staff and members of the public who interact through APL's online and social media channels.

This policy is meant to provide clarity and guidance to the unique considerations associated with online and social media channels and works in collaboration with relevant legislation and other APL policies and procedures.

### **3.0 ROLES AND RESPONSIBILITIES**

#### **3.1 Staff**

Postings, comments and online content should reflect the mission and values of APL and adhere to the guidelines and best practices outlined for staff by the Library.

Social media content created by an employee as part of his or her employment responsibilities is the property of the library and not the employee.

Staff is encouraged to promote APL on personal social media accounts as appropriate. When using social media for personal use and when identifiable as Library staff, employees must be aware of guidelines for staff and the potential impact on the brand, reputation and values of Aurora Public Library.

When using social media platforms other than those belonging to APL for work-related purposes, employees are expected to comply with the applicable terms and conditions of use.

Failure to adhere to this policy may lead to disciplinary action up to and including termination for just cause and/or legal action.

### **3.2 Members of the Public**

Aurora Public Library encourages members of the public to contribute to the dynamic and interactive spirit of APL's online and social media channels through comments, posts and messages, provided they do not contain:

- Content that could reasonably be perceived as obscene or racist
- Personal attacks, insults or threatening language
- Potentially libelous statements
- Private, personal information published without consent
- Comments not related to the content of the forum
- Hyperlinks to materials not related to the discussion
- Commercial promotions or spam

Violation of this policy will result in the removal of content and the user may be barred from posting any subsequent messages on Library social media platforms. Violation of this policy may also result in criminal prosecution by appropriate authorities.

### **4.0 CONTENT**

Aurora Public Library reserves the right to edit or modify any posting or comment for space or content while retaining the intent of the original post.

The Library assumes no liability regarding any event or interaction that takes place by any participant in any library-sponsored social media platform and does not endorse or review content outside the "pages" created by Aurora Public Library.

By posting content, the user agrees to indemnify APL and its officers and employees from and against all liabilities, judgments, damages and costs (including legal fees) incurred by any of them which arise out of the posted content.

APL prohibits the use of its social software applications for any purpose which would contravene any legislation or government regulation, or which might create civil liability by the user or the Library Board to any person.

## **5.0 RISK MANAGEMENT**

Social media channels allow for dynamic and interactive communications that present both opportunities and risks. This policy, along with guidelines and training for staff, is intended to prevent communications that have the potential to harm the brand and image of Aurora Public Library.

The Library will engage in best practices for managing social media channels, including:

- requiring approval to establishing channels
- creating policies, guidelines and best practices to assist employees in the effective and appropriate use of social media
- regularly monitoring channels
- training staff prior to use of APL's social media channels
- posting and enforcing APL's social media policy

If an incident occurs, the Library will investigate and provide an appropriate response in a timely manner which may include:

- issuing a response, correction or apology
- deleting a post
- investigating similar or related incidents to prevent repeat incidents
- pursuing legal advice and/or action
- applying APL's Rules of Conduct
- applying human resources procedures
- reviewing incidents for future preventive measures or improved response

### **Related Policies**

1. Rules of Conduct
2. Privacy Policy
3. Internet Access Service Policy

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