

PEACE LIBRARY SYSTEM		SOCIAL MEDIA POLICY	
CATEGORY:	Management and Operations	POLICY:	M10-21
DATE APPROVED:	November 27, 2021	REVIEW IN:	2026

Purpose

The purpose of this policy is to ensure that the use of online *social media* addresses the service objectives of Peace Library System in a manner consistent with its mission, vision and values. To set out expectations for the *Representatives* of Peace Library System and members of the public who engage with the System's online social media.

Definitions

Representatives of Peace Library System is defined as staff members, board members, volunteers, contractors, students and interns; and Library Service Point staff and their Local Society/Group board members.

Social Media describes online tools that allow users to interact with each other, build communities and networks, and share opinions and content. Social media refers to any web application, mobile application, online site or account that conducts real-time, unfiltered commentary, including blogs, forums, wikis, social networking, social bookmarking services, user rating services and any other collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email or any other existing or emerging communications platform. This list is likely to expand, contract or otherwise change based on emerging trends.

Social Media Content includes original posts or shared content (photos, GIFs, videos, web links and text).

Policy

Guiding principles for the use of social media on behalf of Peace Library System are:

1. **Transparency:** to present the System and System activities in an open, realistic and lawful manner.
2. **Service Driven:** to facilitate communication, promotion, information and engagement between the System and its libraries and communities on library-related subjects, including promotion, advocacy, information exchange, education, recreation and cultural needs.
3. **Quality:** content is offered in a timely, respectful, accurate and professional manner.
4. **Respect:** social media interactions are conducted with the same professional, confidential, lawful and ethical standards as other workplace interactions.

This policy addresses the use of social media in three respects: organizational use, personal use, and public contributions. All Representatives of Peace Library System will adhere to the Peace Library Board's policies when posting to work or personal social media, including the *Confidentiality Policy* and the *Violence and Harassment Policy*.

Organizational Use

This section refers to content created by the Consultant Librarian in a professional capacity or on behalf of the System.

Only the Consultant Librarian shall post to the System's social media. The Consultant Librarian is responsible for managing the corporate social media presence and coordinating social media efforts. The Consultant Librarian and the CEO determine what is appropriate to post on the System's social media.

- The Consultant Librarian will refrain from implying that Peace Library System is aligned with any political party.
- The Consultant Librarian is cautioned to be themselves and not to pretend to be someone or something else to access and get information from a site.
- The Consultant Librarian will uphold copyright, intellectual property and official trademarks by citing and linking to sources whenever possible.
- Pursuant to Alberta's FOIP Act s. 17(2)(j)(iii) and 17(3) photographs of a public event may be displayed unless a party in the photograph has requested that the photograph not be displayed. Permission must be acquired from a party captured in a photograph of a non-public event, such as at a business meeting.
- Social media content created by the Consultant Librarian as part of their employment, volunteerism, or contractual arrangement is the property of the System and not of the Consultant Librarian.
- Policy violations will be subject to disciplinary action.

Personal Use

This section refers to content created by a Representative of the System on personal time and/or that is not in the name of or sanctioned by the System, and which reflects on, or shares information about, the System. In their capacity as private citizens, a Representative has the same rights to self-expression enjoyed by members of the community as a whole but must be vigilant not to blur the distinction between their official and personal identities and their public and private life. A Representative must be aware that anything they post can and does reflect on the System and its reputation. If a Representative's personal social media is reported to adversely affect the System's reputation, or disparage another Representative, the CEO will investigate and take appropriate action if the allegation is founded. Representatives may direct their questions about what is appropriate to post on social media to the Consultant Librarian or the CEO as the case may be.

Public Contributions

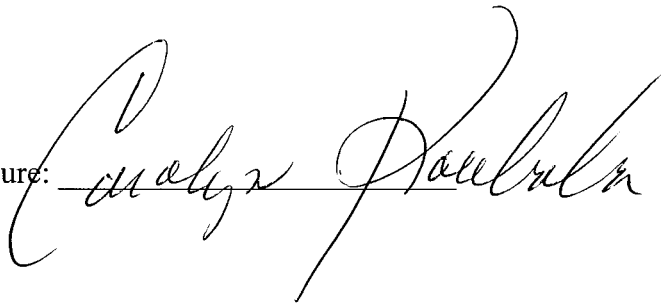
This section refers to monitoring public comments and responses to System sites and services.

- The System does not verify the accuracy, truthfulness, or reliability of any comments expressed by the public and does not accept responsibility for any content appearing on its online and social media that does not originate with the Consultant Librarian.
- Comments posted by the public to System-hosted social media may be moderated by the Consultant Librarian, and the System reserves the right to remove comments that do not align with its mission, vision and values, are unlawful, inaccurate or off topic while upholding the principles of the CFLA's Statement on Intellectual Freedom and Libraries.
- The System's online presence includes products from a variety of third-party vendors. Third-party vendors moderate contributions on their sites according to their own policies.

Complaints and Concerns

Complaints and concerns will be handled by the Consultant Librarian or the CEO, as the case may be.

Chair's Signature:

A handwritten signature in cursive script, appearing to read "Carolyn Kaulala", written over a horizontal line.