Policy Number: PR03

Policy Title: Social Media Policy

Policy Status: Not required by Library legislation

Date Approved: December 12, 2011

Date Amended: October 28, 2013

Date for Review: 2017

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Definition

Social media describes a variety of online tools that allow users to interact with each other, build communities and networks, and share opinions and content.

The term "agent of the Library" is defined as:
- staff members,
- board members,
- volunteers,
- contractors,
- students, and
- interns.

Policy Statement

Strathcona County Library uses social media tools in support of the Library's mission and vision, creating an online space where patrons can interact with staff and each other. These social media tools are used in accordance with the Computer Use Policy (OP05), which addresses effective, ethical and lawful use; the Respectful Workplace Policy (HR14), which addresses the delivery of high quality public services through respectful and responsible behaviours of all its employees when interacting with each other and with patrons during the course of business; and related guidelines.

Rationale

Social media is an integral part of Library services, and Strathcona County Library incorporates the use of these tools as appropriate in order to facilitate communication between staff and patrons on Library-related subjects and issues.

Guiding Principles for the use of Social Media

1. Transparency: to present the Library in an open, realistic and lawful manner.

2. Customer Service Driven: to facilitate communication, promotion, information and engagement between the Library and its users on Library related subjects and issues.

3. Quality: content is offered in a timely, respectful, accurate and professional manner.

4. Respect: social media interactions are conducted with the same professional and ethical standards as other workplace interactions.

This policy addresses the use of social media in three respects:

1. Content created by an agent of the Library in a professional capacity or on behalf of the Library

   Computer use by Library staff is covered in the Computer Use Policy (OP05). When agents of the Library speak or write on the job, online or elsewhere, they are speaking for the Library and the content they provide should present the Library positively.

   The Communications Team is responsible for managing the corporate social media presence and coordinating social media efforts.

2. Content created by an agent of the Library on personal time which reflects on, or shares information about, the Library.

   In their capacity as private citizens, Agents of the Library have the same rights to self-expression enjoyed by members of the community as a whole; however, Agents of the Library must keep in mind best practices as outlined below:

   - Make it clear that the views expressed are the views of an individual and not the views of the Library.
   - Respect the Library's confidential and proprietary information.
   - Be respectful of the Library, its employees, volunteers, partners, competitors and critics.
   - Direct questions about what is appropriate to post on social media, to the appropriate Manager.

3. Monitoring public contributions to Library sites and services

   Comments posted to Library-hosted social media may be moderated by Library staff, and the Library reserves the right to remove posts that are unlawful or off topic while upholding the

principles of ST01 and ST02. The Library's on-line 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 according to the Handling/Complaints/Suggestions/ Comments Policy (PR07).

Approved by Board Chair	
Date	