

TOWN OF VEGREVILLE LIBRARY BOARD POLICY MANUAL

Category: Library Operations

Policy Number: LIB-03-018

Title: Social Media Use

1. Vegreville Centennial Library strives to enhance communication and build stronger community relationships through the use of social media.
2. Postings may include but are not limited to: Vegreville Library or community news, programs and events; news and articles pertaining to libraries and literacy; announcements; acquisitions and readers' advisory suggestions; and changes in library hours, staffing and operations.
3. The creation of an official Vegreville Centennial Library social media site is subject to approval by the Library Manager before the account is established.
4. Designated employees (as assigned by the Manager or their designate) may create content on Vegreville Library social media sites at their discretion as long as it does not constitute inappropriate use as defined in this policy.
5. Social media accounts shall be monitored at least once a day during regular business hours.
6. Vegreville Centennial Library reserves the right to remove or restrict any inappropriate content posted by visitors.
7. When representing Vegreville Centennial Library on social media, whether on official Vegreville Library social media applications or on their personal accounts, employees are expected to communicate in a respectful and professional manner.
8. As much as is reasonably possible, information will be confirmed for accuracy before posting.
9. Inappropriate use is defined as creating public posts or sending private messages which:
 - a. Reflect negatively on Vegreville Centennial Library, library staff, any partner organizations or funding bodies
 - b. Contain personal or confidential information
 - c. Do not abide by library policies
 - d. Do not abide by municipal, provincial and federal laws
 - e. Include profanity, copyrighted information, defamatory or offensive comments, personal opinions, sexual content, promotion of illegal activities, discrimination

Contain any content deemed inappropriate by Library Management or the library board

Date Approved: October 21, 2020

Board Chair Signature: 

Date to be Reviewed: October 2023