

## AD: SOC - Social Media Policy

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Review: Sep. 2020

Revised:

Approved: Sep. 2020

### **POLICY:**

The Lac La Biche County Library Board selects carefully chosen social media tools as an important enhancement to communication, collaboration, and information exchanged between library staff, library members, and the public. The Board recognizes that new tools will emerge which have useful application in the library setting; thus, this policy addresses social media in general.

### **PURPOSE:**

Library social media offerings are intended to create a welcoming and inviting online space where library users will find useful and entertaining information. In some forums, users may be able interact directly with library staff.

“Social Media” refers to community created content sites like blogs, YouTube, social networks such as Facebook, Instagram, Pinterest, Twitter, and other content sharing sites. It includes:

- Material created by the library and maintained by the Library Director or designate,
- Material created by the Library Director or designate on sites created by the library, and
- Material created on other social media sites when acting as a library employee.

When staff uses social media, behavior and content is not only a reflection of the staff member, but also of our libraries. This policy complements, rather than overrides, any existing requirements that staff act professionally, respectfully, and honestly.

### **PROCEDURE:**

- Social Media accounts are only created by the Library Director. The names of pages or accounts should not be changed and should clearly represent the Lac La Biche County Libraries.
- Decisions regarding new social media outlets are made by the Library Director with some consultation from the Library Board.
- All content is reviewed and is subject to being edited or deleted by the Library Director or designate.
- Where possible, each social media page should clearly indicate that it is maintained by the Lac La Biche County Libraries and should have our contact information displayed.
- Where possible, each social media page/profile should include an introductory statement about the page/profile.
- Where possible, social media pages should link to the Lac La Biche County Libraries official website.
- Social media content shall adhere to applicable laws, regulations, and Library Board policies.



## **Staff Responsibilities**

When representing Lac La Biche County Libraries via social media, library staff should:

- At all times staff should conduct themselves as representatives of Lac La Biche County Libraries.
- Should not make statements about Library Members, or post, transmit, or otherwise disseminate confidential information in violation of the Library Board's policies.
- Except for the Library Director, staff will not represent postings as official opinion or policy.
- Not conduct political activities or personal business.
- Observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

## **Public Terms of Use**

- The Lac La Biche County Libraries have no affiliation with any advertisements or other material posted by third party sites or software.
- By choosing to comment on the Lac La Biche County Libraries Social Media sites, public users agree to these terms:
  - Comments are moderated by the Library Director and they have the sole discretion to not post or to remove comments that are unlawful or off topic.
  - Persons who repeatedly violate these terms may be barred from further postings.
  - The library does not collect, maintain, or otherwise use the personal information stored on any third-party social media site in any way other than to communicate with users on that site. ♦

