



# CASSELMAN PUBLIC LIBRARY



764, RUE BRÉBEUF, C.P.340  
CASSELMAN, ON  
K0A 1M0

Téléphone : 613-764-5505 Télécopieur : 613-764-5507

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Policy Type:	Operational	Policy Number:	OP-04
Policy Title:	Social Media	Initial Policy Approval Date:	June 1 <sup>st</sup> , 2020
		Last Review/Revision Date:	
		Year of Next Review:	June 1 <sup>st</sup> , 2025

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## A. PURPOSE OF THE POLICY

Social media has genuinely transformed communication methods for individuals and organizations. They constitute interaction tools allowing for the creation, sharing and exchange of information and ideas in virtual networks and in a multitude of fields.

In its commitment to promote a bilingual environment which favours learning and development as well as the intellectual and social enrichment of all its users, the Casselman Public Library recognizes the value of social media to communicate with users and the public at large by supplying information and resources which go beyond the physical limits. The Library considers social media information and interactions equally with any other information resource at the library; social media should favour interaction between the library personnel and its users.

This policy covers the following:

1. The use of social media by staff members which are responsible for the management of the Library's websites and social media accounts, including the use of social media for paid publicity
2. The use of social media by other staff members as well as the Board's members
3. Guidelines to answer public comments and postings on the Library's social media.

This policy is to be considered along with any other current or future policies on the use of technology, computers, electronic mail, the Internet and serves to complete the aforementioned.

## **B. DEFINITIONS**

**Social media:** Social media are Internet applications based on technological foundations and Web philosophy allowing the creation and sharing and/or exchange of information and ideas in virtual communities and networks.

1. Social media networks – Blogs, micro-blogs, wikis, social networks, management and sharing and/or exchange of favorites, users' pricing services and sharing of platforms or of on-line editing available on the web, mobile unit, texting device, electronic mail or any other existing or future communication platform.
2. Social media account – A personalized account on social media, freely developed by an individual or an organization; users must create their own account, used for collaboration, interaction and sharing of contents and updates of their status. When a user communicates via their account, their information is connected to their user profile (ex: YouTube, Twitter, Facebook).

**Copyright:** Copyright is a law that gives the owner (individual or organization) of a work (for example, a book, movie, picture, song or website) the right to say how other people can use it. Reproduction or use of copyright protected material is illegal on social media without the owner's consent. With copyright, a work can only be copied if the owner gives permission.

**Hosted Content:** Texts, images, audios, videos or any digitally formatted material that is downloaded and published on a social media account. If the contents are downloaded from the Internet and published on a social media account, it is considered hosted by this account. This differentiation must be noted as it is illegal to host and publish on-line copyright material without prior authorization from the author.

**Inappropriate Contents:** Inappropriate contents on social media include: obscene or racist content; personal attacks, insults, or threatening language; potentially libelous statements; plagiarized material; private, personal information about an individual or staff member without prior consent to its use; confidential information; comments totally unrelated to the content of the forum or ongoing discussion; commercial promotions or spam.

## **C. POLICY**

### **APPLICATION**

This policy applies to Library staff, the Board's members and to individuals who publish comments on the Library's social media.

#### **1. Library Staff and Board Members**

When publishing contents on the Library's social media, Library staff and Board members must adhere to the guidelines defined in the social media procedures manual. Inappropriate contents are prohibited from posting.

##### **(i) Use of social media by staff responsible for social media**

The Library's assigned staff for social media are designated to officially post contents for the Library on its social media.

(ii) **Use of social media by other staff members and of Board members**

Staff and Library Board members are free to participate or not on social media. Furthermore, staff and Library Board members must adhere to the present policy whenever they identify themselves as Library staff or Board members.

Designated employees are exclusively permitted to use social media to speak on behalf of the Library.

2. **Use of social media for advertisements**

The Library may occasionally choose to use social media in advertisements such as events, programs and activities which may be of public interest and gather a greater number of participants.

3. **Public postings and information using the Library's social media and account**

The Library recognizes and respects differences of opinion. Comments, postings and messages on the Library's social media are welcome. However, the Library reserves the right to remove any inappropriate contents published by a user on the Library's social media. All social media sites affiliated with the Library will be regularly screened.

The Library reserves the right to edit and/or modify any posting or comment for space or content purposes while striving to preserve the purpose of the message. The Library also reserves the right to copy comments, postings and messages on other public media.

By posting content, the user agrees to indemnify the Library and its officers and employees from and against all liabilities, judgments, damages and costs (including attorney's fees) incurred by any of them which arise out of or are related to the posted content.

The above non-liability provision is published on all Library's social media sites.