



PORT MOODY PUBLIC LIBRARY BOARD POLICY

Section:	Services and collections	Policy number:	D7
Policy title:	Social media policy	Approval date:	March 22, 2012
		Revision date:	

1. General

- 1.1. The Port Moody Public Library uses social media tools as a means of engaging the community in library services. It is recognized that social media can help the library to:
 - Disseminate information;
 - Make library information accessible to a wider audience;
 - Participate in interactive conversations and general knowledge-sharing.
- 1.2. For the purposes of this policy, social media is defined as any web application, site or account created and maintained by Port Moody Public Library which facilitates an environment for library staff and library users to share opinions and information about library-related subjects or issues. Some examples include: Twitter, Facebook, YouTube, blogs and wikis.
- 1.3. This policy aligns with the general principles of the City of Port Moody's Social Media Policy. It governs the publication of, and commentary on, social media by employees of the Port Moody Public Library. This includes employees posting to library accounts and employees representing themselves as employees of the Library. It also governs public use of library social media sites.
- 1.4. All library social media sites shall comply with applicable federal, provincial and local laws. Any content on a social media site that is related to Library business is a public record and subject to public disclosure under the Freedom of Information Act.
- 1.5. The Library encourages staff to represent Port Moody Public Library in the social media space. However, in doing so, it is important that staff follow relevant policy and guidelines. Appropriate action will be taken for failure to comply with policy and guidelines, which may include disciplinary action.

2. Creating new accounts

- 2.1. All requests to create a new social media account on behalf of Port Moody Public Library must be approved by the Director of Library Services. The Director must be provided with the name of the account, URL, password and names of staff with account access. The Director must also have administrative access to all accounts.
- 2.2. Standards and operational guidelines will be developed by staff for each approved social media tool. Staff must read and comply with these guidelines prior to posting.
- 2.3. Accounts should be clearly named using a standard name format that is as close to the library name as possible, while respecting social media best practices (e.g. Twitter name PortMoodyLibrary; Facebook name Port Moody Public Library).

- 2.4. All accounts and created contents are the property of Port Moody Public Library and should, thus, be linked to library email addresses.
- 2.5. Sites and accounts should link back to the Port Moody Public Library official website for more detailed information.
3. Closing accounts
 - 3.1 If it is determined that using a particular social media no longer advances the goal of the Library, an account may be discontinued.
 - 3.2 All recommendations to close an account must be discussed with, and approved by, the Library Director.
4. Staff posting practices
 - 4.1. Accounts should be checked daily from Monday to Friday, when the library is open, to ensure timely participation.
 - 4.2. Staff posting to library social media sites will normally be anonymous (e.g. Twitter account will not indicate authors of messages).
 - 4.3. Staff who are posting to library social media sites, or representing themselves as library employees, should take care that it does not appear the library is endorsing a particular opinion. The library must remain a neutral, non-partisan organization.
 - 4.4. Protection of privacy: Staff must not share personal information of patrons or staff on social media sites without permission, including name, address, borrowing records or photographs. Staff are responsible for following all privacy protection laws, and must not post confidential information of any type.
5. Staff personal and professional accounts
 - 5.1. Staff who have a personal blog, microblog or website which indicates in any way that they work at Port Moody Public Library should discuss any potential conflicts with the Library Director.
 - 5.2. In such a situation, it must be made clear that the author is speaking for herself or himself and not on behalf of the Library. A simple and visible disclaimer should be used such as “these are my personal views and not those of Port Moody Public Library”.
6. Guidelines for users
 - 6.1. Use of Library social media is conditional on the user’s agreement to observe this policy. By continuing to use the application, the user indicates agreement to all requirements of the policy.
 - 6.2. User comments, posts and messages are welcome on Port Moody Public Library social media sites provided they do not contain:
 - Obscene, profane, discriminatory or racist contents

- Comments related to organized political activity (e.g. political campaigns)
- Commercial promotions or spam
- Potentially libelous statements
- Conduct or encouragement of illegal activity
- Private, personal information published without consent
- Comments or content not topically related to the site
- Other content that is considered to be inappropriate as deemed by the Library Director

6.3 All social media sites affiliated with the Library will be regularly screened by library employees. Any posts or comments that do not comply with policy will be immediately removed; the poster may subsequently be barred from posting any subsequent messages to library sites.

6.4 A disclaimer will be posted where users can easily see and reference it, and include the following information: goal of site; invitation to participate; and posting guidelines.