

## **Purpose**

West Perth Public Library is committed to using online communications for meaningful engagement between community members, patrons, partner organizations and Library staff. The Library uses electronic and social media channels to extend its welcoming and supportive service environment online in a manner consistent with its mission, vision, values and strategic priorities. This Policy applies to all Library staff, partner organizations and members of the public who interact through the Library's online channels.

## **Definitions**

### *'Social Media':*

Online media and web applications that are used to share information, opinions, insights, experiences and perspectives. This can include sites or accounts created and maintained by the Library that allow staff and users to correspond on library-related subjects or community issues. Social media can take many different forms, including internet forums, websites, mobile sites, applications (apps), web logs (blogs), social blogs, wikis, podcasts, pictures, video, crowd-sharing sites, rating and bookmarking.

## **Online Content**

### Library Content

West Perth Public Library regards online communications in the same way as its in-person service delivery. The same standards, policies and guidelines apply, in accordance with its strategic values and service plans.

The Library uses online communications for the following purposes:

- To deliver library-related information and services;
- To promote library collections, programs, events and partnerships;
- To raise awareness of relevant community activities;

- To support municipal and other government public service initiatives;
- To improve accessible customer service.

### User Content

Online communications provide a forum to promote the free exchange of ideas. All content must comply with library policies, the *Ontario Human Rights Code*, the *Criminal Code of Canada*, the *Copyright Act*, the *Municipal Freedom of Information and Protection of Privacy Act*, and other current legislation.

Being followed or 'liked' by the Library online, or content posted by other parties on the Library's channels, does not imply the Library's endorsement. By engaging on the Library's online channels, the user indicates agreement to all requirements of this Policy.

As with its more traditional resources, library staff do not act in place of, or in the absence of, a person's caregiver. The Library is not responsible for enforcing any restrictions which a parent or guardian may place on a dependent's use of online resources.

### Monitoring Content

While West Perth Public Library recognizes and respects differences of opinion, it cannot accept responsibility for content on its online channels that does not originate from Library staff. The Library reserves the right to edit or modify submissions when reposting or providing comment.

Comments, posts and messages are welcome on the Library's online channels, provided they do not contain:

- Obscene or illegal content;
- Derogatory comments about specific demographic groups;
- Personal attacks, insults, or threatening language;
- Potentially libelous statements;
- Copyrighted work;
- Plagiarized material;
- Private, personal information about an individual;
- Comments unrelated to the content of the forum;
- Hyperlinks to material that is not directly related to the discussion;
- Organized political or religious recruitment or activity;
- Commercial promotions or spam.

All online sites affiliated with West Perth Public Library are screened regularly, and postings containing any of the above are immediately removed.

The Library will not use information shared through online channels for commercial purposes, nor will it share this information with third parties unless required by law. By posting content, the user agrees to indemnify West Perth Public Library and its employees from and against all liability, judgments, damages and costs (including legal fees) incurred through, or related to, posted content. All online content contributed on behalf of West Perth Public Library remains the property of the Library.

## **Responsibility**

### Library Staff

Library staff members facilitate information and referral services to community residents, visitors and partner organizations. The online environment is an extension of the Library's traditional customer service. Postings, comments and all online content reflect the Library's mission, vision and values in a professional, respectful, confidential manner. Content created by an employee as part of their employment responsibilities is the property of West Perth Public Library and not the employee.

When a staff member uses online channels for personal use, and is identifiable as a Library employee, they must be aware of the potential impact of their communications on the brand, reputation and service values of West Perth Public Library. When using online channels other than those belonging to the Library for work-related purposes, employees are expected to comply with the applicable terms and conditions of use.

Should an incident or issue occur online, West Perth Public Library will respond appropriately in a timely manner. An investigation into the matter may include one or more of the following:

- issuing a response, correction or apology;
- deleting a comment or post;
- investigating similar or related incidents to prevent repeat incidents;
- pursuing legal advice and/or action;
- applying disciplinary actions, up to and including the involvement of appropriate authorities;
- reviewing incidents after the fact to determine if preventive measures or the Library's response may be improved.

### Community Members

West Perth Public Library encourages contributions to the dynamic, interactive spirit of its online channels and communities. Comments, posts, messages and creative content are welcome, provided that they are in keeping with the Library's policies, plans and current legislation.

By contributing content, users agree that the Library has the right to use, reproduce and modify such content without making payments to the contributor. It is the responsibility of contributors to ensure that they have the right to contribute the material, and that they are in compliance with current Canadian legislation.

### **Related Documents:**

West Perth Public Library Plan. *Marketing Plan.*

West Perth Public Library Plan. *Strategic Plan 2023-2027.*

West Perth Public Library Policy. *Advocacy and Political Engagement.*

West Perth Public Library Policy. *Children and the Library.*

West Perth Public Library Policy. *Code of Conduct.*

West Perth Public Library Policy. *Confidentiality and the Protection of Privacy.*

West Perth Public Library Policy. *Information Services.*

West Perth Public Library Policy. *Intellectual Freedom.*

West Perth Public Library Policy. *Respect and Acknowledgement.*

West Perth Public Library Policy. *Teens and the Library.*

West Perth Public Library Policy. *Use of Technology.*

Government of Ontario. *Ontario Human Rights Code.*

Government of Ontario. *Municipal Freedom of Information and Protection of Privacy Act.*

Government of Canada. *Canadian Charter of Rights and Freedoms.*

Government of Canada. *Copyright Act.*

Government of Canada. *Criminal Code of Canada.*

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