

Social media is defined as the web application, site, or account created and maintained by the Meaford Public Library (MPL) staff to facilitate greater communication between Library staff and patrons. Examples of social media that may be used by MPL, include but are not limited to, posts on social networking sites, community reviews and patron ratings, wikis, blogs, and RSS feeds. The use of this technology meets a critical need by providing a venue for shared information resources with patrons and partners and a means for two-way communication. This policy governs staff and patron use of these tools for Library purposes.

The Meaford Public Library supports the responsible and effective use of social media for Library purposes, including:

- Engaging in promotion, outreach, awareness and branding
- Delivering information
- Improving and supporting customer service excellence
- Supporting media and public relations activities
- Promoting accessibility for all

Terms and Conditions

1. The MPL is committed to:
 - Responding to questions and concerns as quickly as possible during Library open hours
 - Maintaining the highest levels of accuracy, objectivity, and impartiality in the information that we communicate
 - Respecting the privacy and anonymity of those with whom we communicate
 - Respecting freedom of speech and difference of opinion while protecting staff and users from offensive, abusive, or otherwise inappropriate speech
 - Providing accessible and inclusive services
2. We expect the following from those who use our social media services:
 - Courtesy and respect to MPL staff and other users
 - Adherence to all levels of government legislation including the Ontario Human Rights Code
3. All staff are permitted to use MPL social media platforms after being provided the training on how to use the platform effectively.

4. The library prohibits the use of its social media for any purpose which would contravene any legislation or government regulation, or which might create civil liability by the user or the Library Board to any person. Users are reminded that ignorance of the law is not an excuse.
5. Use of MPL 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 this policy. Comments, posts, and messages are welcome on MPL social media sites, provided they do not contain:
 - Obscene or racist content
 - Personal attacks, insults, or threatening language
 - Potentially libelous statements
 - Plagiarized material
 - Private, personal information published without consent
 - Comments totally unrelated to the content of the forum
 - Hyperlinks to material that is not directly related to the discussion
 - Commercial promotions or spam
6. All social media sites affiliated with the Library will be regularly screened by library staff. All postings which contain any of the above will be immediately removed. The poster will be provided an explanation as to why the posting was removed and warned. After two warnings, if the offender continues, they will be barred from posting any subsequent messages to any Library social media sites.
7. The MPL does not accept responsibility for any content that appear on its social media platforms that does not originate from the MPL employees or authorized external contributors.
8. Authorized external contributors who are invited to participate in the MPL's social media platforms on behalf of the library have an important role in maintaining a welcoming and supportive environment on the MPL's social media platforms.
9. By posting content, the user agrees to indemnify MPL and its officers and employees from and against all liabilities, judgments, damages and costs (including legal fees) incurred by any of them which arise out of or are related to the posted content. Forums and messaging may not be used for commercial purposes or for organized political activity.
10. The library does not act in place of or in the absence of a parent or guardian and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of this resource.
11. The library will never use information shared through its social media for commercial purposes nor will it share this information with third-parties. We will share personal data with other institutions only as required by law. Patrons are encouraged to protect their privacy when participating in online public forums. By posting content in a public form, the

user acknowledges that they may forfeit any expectation of patron privacy.

12. If any user does not agree to these terms, they are not to use the service, as violation of the terms can lead to legal liability.

Related Documents:

Meaford Public Library, Policy 2, Internet Services

Meaford Public Library, Policy 5 Library Rules of Conduct

Meaford Public Library, Policy 8, Programming

[Ontario Human Rights Code](#)

Approved: November 2014

Revised: June 2018