

Communications Policy

Authority: Library Board

Date Created: April 15, 2013

Date Reviewed: February 26, 2018

Purpose

The purpose of this policy is to provide a framework for the promotion and publicity of official documents (publications, websites, notices, and other materials belonging to the library) and outreach services by the East Gwillimbury Public Library (EGPL).

Policy Statement

The Library provides high quality services to all residents of East Gwillimbury, offering a neutral space that protects the Library's principles of intellectual freedom and equity of access to information, programs and services. EGPL will promote and publicize these core services inside and outside of the Library to help enrich lives and enhance opportunities.

Guidelines

1. Promotion and publicity related activities must meet the following criteria.

The activity or project must;

- not negatively affect the organization
- protect the confidentiality of customer records as governed by the Municipal Freedom of Information and Protection of Privacy Act and the Library's Access to Information and Protection of Privacy Policy
- comply with East Gwillimbury by-laws; applicable provincial and federal laws and regulations, including the Ontario Human Rights Code; and the *Canadian Code of Advertising Standards*
- comply with the Library's specifications and guidelines for promotion, adhere to the Canadian National Institute for the Blind (CNIB) Print Guidelines and AODA standards, and must be appropriate for all ages, in keeping with the Library's goal of creating a welcoming and supportive environment for everyone

2. The Library will not condone:

- Promotion of discrimination, stereotypes, socially unacceptable behavior, gratuitous violence, obscene or profane language or unfair representation.
- Exploitation or inciting of violence; or directly encourage or exhibit obvious indifference to, unlawful or reprehensive behavior;
- Demean, denigrate, or disparage of any identifiable person, group of persons, firm, organization, industrial or commercial activity, profession, product or service, or attempt to bring it or them into public contempt or ridicule;
- Advertising that is partisan or political in nature;
- Fundraising, unless otherwise approved by the Board;
- The promotion of religious beliefs or convictions
- Personal ads and notices, and notices of items for sale or rent;

Outreach

Outreach refers to services and programs offered outside of the Library and are a way of promoting the Library to new, underserved or unserved users. Outreach is a method of promoting the Library using consistent branding and promotion, building a presence in our community.

In accordance with the Library's guidelines for promotion and publicity (above), the Library will apply the same standards when performing outreach services. All employees performing outreach services shall treat each event with diplomacy, tact and objectivity, and shall recognize that such contact with the public affects the Library's public image.

Social Media

The Library will adopt the Town of East Gwillimbury's 2017 Social Media procedures for its online and social media activities (Appendix A).

Complaints and Suggestions

A complaint to the Library Board will be handled in accordance with the By-Laws of the Board.

Patrons may submit suggestions or comments either through Suggestion Boxes, email, or social media. Library staff will promptly respond to both complaints and suggestions, if a response is requested. All comments and suggestions are reported to the Board.

The library is committed to meeting the needs of patrons with disabilities and will provide, upon request, alternate formats and communication supports, in compliance with the *Integrated Accessibility Standards Regulation, Ontario Regulation 191/11* and the *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)*.

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