



Communications Policy

Authority: Library Board

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Date Reviewed: December 10, 2020

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 customers. 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 is committed to engaging in timely, meaningful and accurate communications with residents and recognizes the value of Social Media as a method to achieve that objective. The Library also acknowledges the prevalence and importance of Social Media in the lives of its employees. It is therefore important to have clear guidelines on Social Media usage in and out of the workplace.

Employees must remember that they are personally responsible for the content that they communicate, like, share, publish or otherwise distribute through their respective Social Media accounts and that they are expected to act in accordance with this policy at all times.

To ensure consistent messaging and monitoring, the Library maintains a single administrating body for all Social Media accounts. This ensures that:

- Information that is communicated to the public is consistent with the messaging on other Library channels.

- Resources are streamlined, as there are limited accounts per platform to maintain.
- Messages have the greatest impact as all followers are consolidated and receive messages from all areas, rather than just one smaller group.

All Social Media accounts are administered by the Library's Social Media Team

The Library has created the following official corporate accounts on Social Media to share information:

East Gwillimbury Public Library Social Media Accounts

- **Facebook:** East Gwillimbury Public Library
- **Twitter:** EGPublicLibrary
- **Instagram:** eg_public_library
- **YouTube:** East Gwillimbury Public Library
- **Pinterest:** egpubliclibrary

Reserved Accounts (for potential future use)

- **Snapchat:** EastGwillimburyLibrary
- **TikTok:** EastGwillLibrary

Criteria for adopting new Social Media platforms, or accounts will include, but not be limited to, comprehensive research that proves the need for a separate account and ability to demonstrate sufficient content and resources to support the account on a long-term basis.

Employee Personal Social Media Use

The Library fosters an environment of inclusion and celebrates diversity. As a Library Employee you are a representative of the Library in both your professional and personal life and should always communicate with respect for others. As a Library Employee, it is also important for you to understand that your actions on Social Media may have an impact on the Library. In light of the above, employees shall:

- Ensure that any of their Personal Social Media accounts cannot be construed as representation of the Library or that their views expressed on these accounts cannot be construed as being on behalf of the Library. This includes ensuring that Personal Social Media accounts are not connected to a Library email or use Library contact information, and that images are not used showing the employee wearing their name tag as an implied connection would be made.
- Ensure that they are not revealing any confidential, private, or personal information gained through their employment with the Library.
- Ensure that their use of Social Media does not compromise the integrity of the Library and that it is aligned with their obligations as a public servant, including conflict of interest and political activity rules. For example, Personal Social Media account should not be used to show support for a municipal electoral candidate.

- Library Employees shall not use their Personal Social Media to post commentary, or negative remarks related to the Library's programs and services. Employees should direct any concerns to their Supervisor or Manager.
- Ensure that they do not post any material that would damage or call into question the Library's reputation and/or operations.
- Ensure that they are not posting any content that may be considered as defamation, harassment, illegal in nature, or contrary to the Library's Employee Code of Conduct.
- Ensure that they do not use their Personal Social Media account to advocate for a group or cause or express political opinions without ensuring that it is clear that these views are personal.
- Direct all Library related media inquiries to the CEO or designate for a response.

Should an employee wish to personally comment on a Social Media Post with their own opinion, they may do so keeping in mind the above guidelines and the fact that they are Library representatives and are seen as such in the public eye.

Records Management and Retention

Social Media posts and user content are considered to be transitory records that can be accessed by the public, as such they are not considered to be an official record and will not be recorded by any method.

Discipline

Employees are personally responsible for all content that they publish on their Personal Social Media. Employees who are deemed to be in violation of this policy may be subject to disciplinary measures up to and including dismissal, as per the Library's Disciplinary Policy

Complaints and Suggestions

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

Customers 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 customers 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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