

Communications Policy

Date Created: April 15, 2013

Date Reviewed: December 2022

Motion Number: 2023-31

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

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.

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. Please see the *Human Resources Policy* for guidelines on employee use of personal social media accounts.

To ensure consistent messaging and monitoring, the Library maintains a single administering 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.

Social media managed by EGPL may contain links to content on other websites. EGPL is not responsible for the reliability or accuracy of content managed within these links. Customers accessing user generated resources do so at their own risk.

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

Reserved Accounts (for potential future use)

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

- **Pinterest:** egpubliclibrary

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.

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.