

Policy Name: GOV-16 Governance Policy - Social Media Communications – Board Trustees

Date Approved: September 18, 2019

Motion Number: 19-53

Review Date:

Date Amended:

Motion Number:

Kitchener Public Library uses social media to increase awareness of and accessibility to its programs, resources and services in order to serve its mission. The purpose of this policy is to address use of social media activities including but not limited to blogs, social networks, online communications, online catalogs, websites, and mobile applications by Library Trustees.

Library-Sponsored Social Media

Only those employees responsible for the Library’s social media sites should be actively participating on those sites, and only designated staff should post announcements or information on new initiatives or programs on any site. Trustees are encouraged to re-post or share content posted through official channels using their personal accounts, and may post updates on previously posted initiatives and events in-progress. Trustees who wish to contribute or post photos or comments regarding Library programs or events should present content in a professional manner and should check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors and check grammar and spelling before posting.

Content posted on Library-sponsored social media sites is subject to the Freedom of Information and Protection of Privacy Act of Ontario, the Library’s Freedom from Discrimination and Harassment Policy, Workplace Violence Prevention Policy and Confidentiality Policy.

Trustee Use of Social Media

Library trustees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern. Trustees should keep in mind the following best practices when posting content about library- related subjects on social media.

- A. If you identify yourself as a Library Trustee, make it clear that the views expressed are yours alone and do not represent the views of the Library or other trustees.
- B. Respect the Library’s confidential and proprietary information. Do not post information that is still in draft form or is confidential.
- C. No comments with any kind of negative, mocking, condescending, etc. slant should be made about library customers or staff in general, about specific questions from customers, about interactions with staff of the library, or about customer behavior on the Library’s social media sites.