



Next Review Date: March 2023

Town of Manning Library Board Online & Social Media Policy

The Online and Social Media Policy of the Manning Municipal Library (hereafter referred to as the Library) applies to the Library's online and social media activities, including but not limited to, blogs, social networks and online communities, websites and mobile applications.

This policy applies to all Library staff, authorized external contributors and members of the public who interact through the Library's online and social media channels.

This policy is meant to provide clarity and guidance to the unique considerations associated with online and social media channels and works in collaboration with relevant legislation and Library policies and procedures, such as the Rules of Conduct and the Employee Code of Ethics.

1. The Library will use online and social media channels to extend the Library's welcoming and supportive service environment online in a manner which is consistent with the Library's mission, vision and services values.
2. Social media is defined as any web application, site or account created and maintained by Library which facilitates an environment for library staff and library users to share opinions and information about library-related subjects or issues. The Library recognizes and respects differences in opinion.
3. Online communication and service delivery are essential to support the Library's mission of providing access to a broad range of human knowledge, experience, information and ideas, in a welcoming and supportive environment. The effective use of social media reflects the Library's service values and commitment to excellent and responsive public service.
4. The Library considers online and social media channels to be the same as other communications and service delivery channels. The same standards, policies, and guidelines apply to online and social media as all other forms of Library communication, and the same quality of service will be provided.
5. The Library supports the responsible and effective use of online and social media for Library purposes, including:
 - a) Engaging in promotion, outreach, awareness raising and branding
 - b) Delivering information and other Library services
 - c) Improving and supporting customer service excellence
 - d) Supporting media and public relations activities
 - e) Promoting accessibility for all
 - f) Promoting local events and services within Manning and surrounding area
6. The Library does not accept any responsibility for any content that appears on its online and social media channels that does not originate from Library employees or authorized external contributors.

7. To ensure that the Library leverages the potential of online and social media while managing the inherent risks, the Library will:

a) Post Terms of Use with requirements for participation and content, including:

- the Library's right to alter, amend or remove content that does not comply with the Library's Terms of Use
- a Library contact for complaints and inquiries
- guidelines and expectations for all contributions on Manning Municipal Library's online and social media channels

b) Guide members of the public to the appropriate communication or service channel and indicate expectations for service delivery and response;

c) Provide guidelines and/or training for all staff and authorized external contributors who contribute through the Library's online and social media channels;

d) Monitor and evaluate the efficiency and effectiveness of online and social media channels in meeting organizational objectives;

e) Develop risk management strategy to prevent and respond to potential issues and incidents in a timely, responsible and transparent manner.

f) Maintain administrative control of the Library's social media pages by one senior staff member (usually the Library Manager), and one board member

Date Approved

Board Chair Signature