



AURORA PUBLIC LIBRARY

SOCIAL MEDIA POLICY

Online communication and virtual service delivery are essential to support Aurora Public Library's (APL) mission of building community by sparking connections, enriching lives and contributing vibrant spaces for discovery.

The same standards, policies and guidelines apply to online and social media as all forms of Library communication, and the same quality of service will be provided.

1.0 PURPOSE

Aurora Public Library endorses the use of social media as a communications and community engagement tool that extends the Library's welcoming environment through a branded customer experience.

The Library does not restrict access to online communication for minors. Parents and legal guardians are responsible for monitoring and/or limiting the use of APL's online and social media channels by their children.

APL promotes the free exchange of ideas while protecting personal information and rights.

2.0 SCOPE

This Policy applies to the Library's online and social media activities, including but not limited to, social networks and online communities, blogs and websites.

It is meant to provide clarity and guidance to the unique considerations associated with online and social media channels through current legislation and in alignment with relevant APL policies and procedures.

3.0 ROLES AND RESPONSIBILITIES

3.1 Staff

Postings, comments and online content should reflect the mission and values of APL and adhere to the guidelines and best practices outlined for staff by the Library.

Social media content created by an employee as part of their employment responsibilities is the property of the Library and not the employee.

Staff is encouraged to promote APL on personal social media accounts as appropriate. When using social media for personal use and when identifiable as Library staff, employees must be aware of guidelines for staff and the potential impact on the brand, reputation and values of Aurora Public Library.

When using social media platforms other than those belonging to APL for work-related purposes, employees are expected to comply with the applicable terms and conditions of use.

Failure to adhere to this Policy may lead to disciplinary action up to and including termination for just cause and/or legal action.

3.2 Members of the Public

Aurora Public Library encourages members of the public to contribute to the dynamic and interactive spirit of APL's online and social media channels through comments, posts and messages, provided they do not contain:

- Content that could reasonably be perceived as obscene or racist
- Personal attacks, insults or threatening language
- Potentially libelous statements
- Private, personal information published without consent
- Comments not related to the content of the forum
- Hyperlinks to materials not related to the discussion
- Commercial promotions or spam

Violation of this Policy will result in the removal of content and the user may be barred from posting any subsequent messages on Library social media platforms. Violation of this policy may also result in criminal prosecution by appropriate authorities.

4.0 CONTENT

Aurora Public Library reserves the right to edit or modify any posting or comment for space or content while retaining the intent of the original post.

The Library assumes no liability regarding any event or interaction that takes place by any participant in any library-sponsored social media platform and does not endorse or review content outside the "pages" created by Aurora Public Library.

By posting content, the user agrees to indemnify APL and its officers and employees from and against all liabilities, judgments, damages and costs (including legal fees) incurred by any of them which arise out of the posted content.

5.0 RISK MANAGEMENT

Social media channels allow for dynamic and interactive communications that present both opportunities and risks. This Policy, along with guidelines and training for staff, is intended to prevent communications that have the potential to harm the brand and image of Aurora Public Library.

The Library will engage in best practices for managing social media channels, including:

- requiring approval to establish channels
- creating policies, guidelines and best practices to assist employees in the effective and appropriate use of social media
- regularly monitoring channels
- training staff prior to use of APL’s social media channels
- posting and enforcing APL’s Social Media Policy

If an incident occurs, the Library will investigate and provide an appropriate response in a timely manner which may include:

- issuing a response, correction or apology
- deleting a post
- investigating similar or related incidents to prevent repeat incidents
- pursuing legal advice and/or action
- applying APL’s Rules of Conduct
- applying human resources procedures
- reviewing incidents for future preventive measures or improved response

Related Policies

1. Rules of Conduct
2. Privacy Policy
3. Internet Access Service Policy

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