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# Online Engagement

## 1. PURPOSE

To outline how Brampton Library staff, volunteers, customers and Brampton Public Library Board members will engage in the utilization of social media tools for library purposes.

It is understood that a policy to define the acceptable use of social media will be guided by the following principles:

**1.1.** To support the objectives outlined in the Library's Strategic Plan

**1.2.** To support the Library's goal to enrich lives by promoting literacy and access to recreational, informational, and educational materials and fostering connections with others and the community

**1.3.** To extend the Library's reach and support its connection to customers outside of its branches and reinforce its relationships with partners, supporters, and key stakeholders

**1.4.** To increase opportunities for dialog with customers and supporters and provide a simple method for customers to seek assistance and provide feedback

**1.5.** To provide a wide range of entry points to the Library's services and collections

**1.6.** To extend and enhance the Library's reputation as a knowledge provider and trusted resource

## 2. POLICY STATEMENT

**2.1.** The Online Engagement Policy will:

**2.1.1.** Foster the effective and efficient use of online and social media to support excellence in service development and delivery, and collections promotion

**2.1.2.** Outline acceptable participation for staff, Library Board members, volunteers, customers and authorized external contributors, if applicable

**2.1.3.** Minimize risks by establishing guidelines for acceptable use and participation

**2.2.** The Library recognizes the positive potential of social media marketing and considers these channels to be held to the same standards as traditional marketing forms. The opportunities that exist include:

    **2.2.1.** Raising awareness of all of the Library's benefits and services to the community

    **2.2.2.** Supporting the high value placed on excellent customer service and user accessibility

    **2.2.3.** Promotion and publicity of programs, products, services, outreach, and more

    **2.2.4.** Reinforcement of the Library's brand visibility and identity

**2.3.** The Library accepts no responsibility whatsoever for social media content that originates from any sources other than Brampton Library employees or its authorized external contributors, if applicable.

**2.4.** To ensure that this Online Engagement Policy delivers maximum potential benefit and minimal risk the Library will:

    **2.4.1.** Make public its Terms of Engagement requirements for social media participation and content including, but not limited to:

        **2.4.1.1.** the Library's right to alter, amend, or remove content that does not comply with the Library's Terms of Engagement

        **2.4.1.2.** a contact at the Library to whom complaints and inquiries may be directed

        **2.4.1.3.** a statement of guidelines for social media posts

    **2.4.2.** Advise the public of its social media channels

    **2.4.3.** Train staff in the use of effective and appropriate communication via social media

    **2.4.4.** Adopt preferred analytics to monitor and evaluate the effectiveness and efficiency of its digital marketing to meet the Library's objectives and strategic goals

    **2.4.5.** Adhere to established risk management processes to prevent and manage issues and incidents

## 3. SCOPE

This Policy applies to all social media channels present and future and all staff, Library Board members, volunteers and customers as well as any authorized external contributors, if applicable, and all members of the public. It exists to provide clarity and guidance as to the Library's presence and activity in the social media environment.

## 4. EXPECTATIONS AND RESPONSIBILITIES

4.1. **Library Staff** interacting online will provide information, encourage communication, and deliver excellent customer service with the same high standards as they do in person. As an extension of its physical presence, the Library's same service values apply when interacting through its social media channels. Posts and comments must be reflective and in keeping with the Library's mission statement, strategic objectives, standards, and best practices. Content created by an employee as part of their role belongs to the Library, not to the employee.

4.2. **Staff, Library Board Members and Volunteers** are required to exercise good judgment and maintain their professionalism when posting on their personal social media feeds, when identified as an affiliate of the Library. It is essential for all affiliates to be aware of the potential impact of their posts and comments on their personal social media feeds on the brand, service values, and professional reputation of the Library, in accordance with the Employee Code of Conduct (BRD – 11) found on the Library's website. Staff, Library Board members, volunteers and customers must be mindful of the potential for their posts to cause harm to Brampton Library's reputation.

4.3. **Customers and the General Public** are welcome and encouraged to contribute to our dynamic and interactive social media conversation if and when their posts are in keeping with the Library's mission statement, strategic objectives, standards, and best practices, in accordance with the Library Use Guidelines (BRD – 16).

## 5. CONTENT

5.1. **General**

5.1.1. Social media content not in keeping with the Library Use Guidelines will be removed and may result in restrictions on future postings by the contributor.

5.1.2. The Library reserves the right to edit posted material for any reason.

5.1.3. The Library is not responsible for the reliability of content contained in links and posted to its social media sites that refer to the Library; nor does the content of any posted messages imply the Library's endorsement.

5.1.4. The Library encourages the social interaction of its fans and followers and will make best efforts to interact with them and participate in the conversation wherever possible.

5.1.5. All content on the Library's social media channels remains the property of the Library.

### 5.2. Social Media Generated Content

**5.2.1.** Content generated through social media channels, including stories, video, graphic novels, artwork, etc. is permitted, unless its format is inconsistent or incompatible with the social media channel's specifications or parameters.

**5.2.2.** From time to time the Library may solicit user content to be featured in its social media interactions, at its discretion. All such content may be used and reproduced as the Library wishes. Through contribution of content, users accept the Library's right to use, reproduce, and modify that content without payment to the contributor. Users are required to ensure that they retain rights to contribute the material and that they will bear full responsibility for any infringement of the rights anyone else may have with respect to said material.

**5.2.3.** Authorized external contributors now and in the future, such as writers in residence and others interacting on the part of the Library, are held to the same guidelines as Library staff, customers, and the general public.

## 6. RISK MANAGEMENT

Risk management of the Library's online social media channels is maintained to the greatest possible extent in keeping with its understanding of the permanence of digital messages and their potential harm to the Library's brand and reputation. This Online Engagement Policy (SMT – 05) and its associated guidelines and training procedures are created to minimize this inherent risk.

If an incident involving Brampton Library staff, Board members, volunteers, suppliers or customers occurs on one or more of its social media channels, a timely and appropriate response will be generated.  The Library's social media channels are by definition always available and regularly monitored. Response may not be immediate, but it will be timely and appropriate. Parents and legal guardians are required to monitor and limit their children's participation on social media channels. This is not the responsibility of the Library.