Social Media Policy

Policy Number:	**OP-001**
Policy Category:	Communications
Approved by:	OPL Board
Accountability:	Chief Executive Officer
Approval Date:	**November 22, 2018**
Effective date:	November 2018
Next Review Date:	November 2022
Supersedes:	Social Media

Purpose:

This policy sets out how the Oakville Public Library will use social media channels to address stated business objectives in a manner consistent with OPL's mission, vision and values. The Social Media Policy will:

- foster the effective and efficient use of social media to support excellence in customer service, promote library programs, events and services, engage in best practices in online communication;

- outline expectations for OPL staff who post on behalf of the OPL brand;

- minimize risks by setting out guidelines for use and participation.

Scope:

Oakville Public Library's Social Media Policy applies to the Library's social media activities on all owned, official platforms. This policy applies to all Library staff who post on behalf of the OPL brand.

Policy:

Online communication and service delivery are essential to support Oakville Public Library's mission of providing access to a broad range of human knowledge, experience, information and ideas, in a welcoming and supportive environment.

The Library supports the responsible and effective use of social media for Library purposes, including:

- engaging in promotion, outreach, awareness raising and branding;

- providing information on Library programs, events and services;

- improving and supporting customer service excellence;

- supporting media and public relations activities;

- creating engaging content to accomplish stated business objectives

The Library does not accept any responsibility for any content that appears on its social media channels that does not originate from Oakville Public Library or Town of Oakville employees, who have received the formal training and have been approved.

Roles and Responsibilities

Oakville Public Library employees are committed to high standards of professional communication, and OPL expects this level of professionalism and good judgement to extend into social media.

Social media is an extension of the Library's traditional channels, however, the tactics, messaging and content may differ from traditional or other online assets.

Postings, comments, likes and shares should reflect the mission and values of the Library, and adhere to the guidelines and best practices outlined by the Oakville Public Library.

An employee who becomes aware of an online incident or any content on an OPL channel that contravenes this policy must report it to the Marketing and Communications Coordinator immediately.

Staff are prohibited to post content on OPL's digital assets that contravenes the Library's mission and values, including (but not limited to)

- Hateful or derogatory content
- Content with inflammatory or offensive language
- Content that incites harassment or violence

Staff are encouraged to promote OPL on personal social media accounts as appropriate and relevant. When using social media for personal use and when recognisable as a Library employee, staff must be aware of the potential impact of their communications on the OPL brand and reputation and act appropriately and with good judgment. Likes, retweets, postings or shares on content by OPL employees on their personal accounts do not represent endorsements.

Risk Management

Social media is dynamic and interactive with inherent opportunities and risks. Messages and behavior are permanent, and have the potential to harm the OPL brand. This policy, along with guidelines and training for staff, are intended to prevent incidents or problems that may occur when communicating online.

The Library will develop and maintain risk management protocols in the event of social media incident. In the event that an issue or an incident occurs, OPL will investigate the matter and take appropriate action.