

Social Media Policy

Policy Number:

Policy Type: Operational

Review Period: 4 years

Approval History: May 2013, December 2022

1.0 Purpose

Social media is defined as any web application, site or account created and maintained by the Greater Sudbury Public Library (GSPL) which facilitates an environment for library staff and library users to share opinions and information about library-related subjects or issues.

GSPL's social media channels are used to engage and update the public on services, events and programs, and respond to inquiries.

2.0 Principles

Greater Sudbury Public Library is committed to:

- Responding to questions and concerns as quickly as possible
- Maintaining the highest levels of accuracy, objectivity, and impartiality in the information that we communicate
- Respecting the privacy and anonymity of those with whom we communicate
- Respecting freedom of speech and difference of opinion while protecting staff and users from offensive, abusive, or otherwise inappropriate speech
- Providing accessible and inclusive services

The Greater Sudbury Public Library expects the following from those who use our social media services:

- Show courtesy and respect to GSPL staff and other users
- Adhere to all levels of government legislation including the Ontario Human Rights Code

3.0 Policy

The Greater Sudbury Public Library regards online social media in the same way as its other information resources in accordance with its mission of enriching the lives of individuals and the spirit of the

community by providing the highest quality library service to our citizens in their quest to read, learn, educate and dream.

In addition to the general rules respecting use of the library, the Greater Sudbury Public Library prohibits the use of its social media for any purpose which would contravene any legislation or government regulation, or which might create civil liability by the user or the Library Board to any person. For example, the Ontario Human Rights Code prohibits certain forms of discrimination and harassment of other individuals or groups. The Criminal Code of Canada includes prohibitions against child pornography, obscenity, hate literature, sedition and literature for illicit drug use. An example of civil liability is the law of libel and slander. No effort has been made to be exhaustive in giving the above examples.

Users are reminded that ignorance of the law is not an excuse. Use of GSPL social media is conditional on the user's agreement to observe this policy. By continuing to use the application, the user indicates agreement to all requirements of this policy. Comments, posts and messages are welcome on GSPL social media sites, provided they do not contain:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam

All social media sites affiliated with the Library will be regularly screened by library employees. All postings which contain any of the above will be immediately removed and the poster barred from posting any subsequent messages to Library social media sites.

By posting content, the user agrees to indemnify GSPL and its officers and employees from and against all liabilities, judgments, damages and costs (including attorney's fees) incurred by any of them which arise out of or are related to the posted content. Forums and messaging may not be used for commercial purposes or for organized political activity.

As with more traditional resources, the Library does not act in place of or in the absence of a parent. The Library is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of this resource.



GSPL will never use information shared through its social media for commercial purposes nor will it share this information with third-parties. Personal data will be saved only to ensure service delivery and only within the existing legal framework. We will share personal data with other institutions only as required by law.

If any user does not agree to these terms, they are not to use the service, as violation of the terms can lead to legal liability