



BRACEBRIDGE LIBRARY POLICIES AND PROCEDURES

Policy Number: OP-35 Title: Social Media Board Approval Date: September 2025	Category: Operational Policy Replacing: OP-35: Social Media (2021) Year of next review: 2029
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RATIONALE

The Bracebridge Library recognizes the importance of social media as a powerful tool for sharing information, engaging the community, and enhancing access to library services. As with all public communications, our use of social media must reflect the Library’s values, commitment to service, and professional integrity.

The Library is a safe space that welcomes engagement, encourages open dialogue, celebrates constructive communication, and engages followers on social media platforms. The Library believes public feedback is essential in strengthening democracy and communication in Bracebridge.

The Library is committed to using social media to provide a venue for meaningful and engaging communication between community members, library users, partner organizations and library staff.

This policy describes how the Library uses social media channels in a manner consistent with its mission, vision and values.

SCOPE

This policy outlines expectations for staff, board members, and the public when engaging with the Library on social media platforms. It also supports transparency, respectful dialogue, and protection of privacy and intellectual property.

DEFINITIONS:

Social Media: Any digital platform or service that allows users to create, share, or interact with content and communities online. This includes, but is not limited to, Facebook, Instagram, X (formerly Twitter), TikTok, YouTube, Threads, LinkedIn, and any future platforms used by the Library.

Social media is defined as any web application, site, account created and maintained by the Library that facilitates an environment for library staff and library users to engage and share opinions and information about library related subjects or community issues. The Library recognizes and respects differences of opinion.

Copyright: Legal protection for creators of original works, including written, visual, musical, and digital content. Sharing or reposting copyrighted material without appropriate permission or license is prohibited.

Library Relationships: Includes but is not limited to connections with Town Council, government partners, community organizations, vendors, donors, and the general public.

POLICY STATEMENT

1. Code of Conduct on Library Social Media

Use of Library social media channels is conditional on the user's agreement to observe this policy. 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.

By continuing to engage on the Library's social media, the user indicates agreement to all requirements of this policy.

All users interacting with Bracebridge Library social media accounts must adhere to respectful and responsible online behavior. Content shared by users or staff on the Library's official channels must align with the following expectations:

- Be courteous, factual, and respectful in tone.
- Avoid posting personal opinions on behalf of the Library unless authorized.
- Correct errors promptly and transparently.
- Cite and link sources.
- Do not impersonate or falsely claim to represent a person or an organization.
- Remember: content posted online may be visible indefinitely.

Content will be removed if it contains:

Profanity, defamatory, libelous, offensive, abusive, discriminatory, harassing, obscene, racist or demeaning content, including images, videos and links;

- Language that is threatening, insulting or constitutes a personal attack;
- Language that condones violent, bad or illegal behaviour or encourages others to do so;
- Information that is false, inaccurate or misleading, or unrelated to the post or page (off topic);
- Content that violates copyright or intellectual property;
- Confidential, sensitive or non-public information;
- Use of personal information such as names of individuals, email addresses, phone numbers, personal photos or videos without their consent

- Information that is repetitive or disruptive to the community (i.e. SPAM) or the social media platform's Terms and Policies.
- Content that is commercial in nature with the intent to sell products/services or recruit followers, or political endorsements
- Content that has the potential to become or be considered inflammatory, regarding certain topics (e.g. politics, religion)

2. Terms of Use and Oversight

By posting content, users agree to indemnify the Library and its officers and employees from and against all liabilities, judgments, damages and costs (including attorney fees) incurred by any of them which arise out of or are related to the posted content.

All social media sites affiliated with the Library will be regularly screened. The Library will remove content that violates this policy. Staff shall not respond to such postings. Repeated or severe violations may result in users being blocked or banned.

Users must not engage in behavior on Library social media that violates legislation, including but not limited to the Ontario Human Rights Code, the Criminal Code of Canada, or civil laws related to libel, slander, and intellectual property.

Content posted on social media may be used by the Library for promotional or archival purposes in accordance with platform terms of service.

The Library will never use information shared through its social media for commercial purposes nor will it share this information with third parties unless required by law.

Being followed by the Library on any social media platform or content posted by other parties on the Library social media channels does not imply the Library's endorsement.

3. Staff and Board Guidelines

3.1 Official Library Social Media Use

Only designated staff may post on behalf of the Library. These staff members act under the direction of the CEO and follow internal guidelines for tone, content, and branding. The Board speaks with one voice through the Chair or their designate.

3.2 Personal Use of Social Media

Staff and board members are expected to:

- Clearly separate personal opinions from their role at the Library.
- Avoid any statement that could be interpreted as representing the Library
- Not use the Library's name or logo on personal accounts to endorse products, causes, or political candidates.

- Refrain from posting anything that could damage the Library's reputation, violate confidentiality, or undermine professional relationships.

Violations of this policy by staff may result in disciplinary action, up to and including dismissal. Board members may be subject to actions under the **Ontario Municipal Act, Section 223**, and the Library's governance policies.

4. Privacy and Safety

The Library encourages all users to protect their privacy when engaging on public platforms. While the Library is committed to privacy under applicable laws and policies, privacy cannot be guaranteed on social media.

Photos or video of individuals will not be posted without appropriate consent unless taken in a public setting where there is no reasonable expectation of privacy.

5. Crisis and Sensitive Communications

In the event of a crisis, legal matter, or reputational concern, only the CEO or their designate may issue official public statements or engage in discussion on social media. All inquiries must be directed appropriately.

RELATED DOCUMENTATION:
Bracebridge Public Library Guiding Principles (2013)
Canadian Copyright Act
Ontario Municipal Act (2001)

REVISIONS:
Initial Approval: April 14, 2015
Revisions: October 12, 2021