

**MANAGEMENT GUIDELINES FOR  
SOCIAL MEDIA**

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COMMITTEE:	Human Resources Committee	PASSED:	January 10, 2013
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		REVIEW PERIOD:	As required

**PURPOSE**

The purpose of these Guidelines is to guide and govern North Vancouver District Public Library staff on the effective use of social media sites – both Library operated and personal – in order to promote effective communications and to protect staff and the Library from engaging in any conduct that could be harmful to the Library’s reputation.

These Guidelines are provided to help employees make appropriate decisions about what to post online and are meant to apply only to work-related postings and are not meant to infringe upon personal interaction or commentary.

These Guidelines apply to all Library employees.

These Guidelines will be reviewed and amended periodically to reflect the evolving nature of social media.

**BACKGROUND AND DEFINITION OF SOCIAL MEDIA**

Social media refers to various online technologies and applications that enable people to easily communicate and share information such as text, images and videos. Examples of social media include, but are not limited to, Facebook, Twitter, YouTube, LinkedIn, blogs, forums and photo-sharing sites.

North Vancouver District Public Library uses social media as a means of engaging the community in library services. It is recognized that social media can help the Library to disseminate information, make library information accessible to a wider audience, and participate in interactive conversations and general knowledge-sharing.

**STAFF USE OF NORTH VANCOUVER DISTRICT PUBLIC LIBRARY SOCIAL MEDIA SITES**

The Library’s primary social media sites – Facebook, Twitter and YouTube – are maintained by the Communications/Events Coordinator.

Social media content is most effective when multiple voices contribute to the effort. Library staff and Board members are welcome to participate in representing the Library through social media channels, under the leadership of the Communications/Events Coordinator and/or the Director of Library Services or his or her designees.

Whenever possible, Library social media sites will link back to the Library's website at [www.nvdpl.ca](http://www.nvdpl.ca) for further information, forms, documents, online services and other information necessary to conduct business with North Vancouver District Public Library.

Staff must not share personal information of patrons or staff on personal or Library social media sites without permission, including name, address, borrowing records or photographs. Staff are responsible for following all privacy protection laws and policies, including the Freedom of Information and Protection of Privacy Act, and must not post confidential information of any type.

### **GENERAL GUIDELINES FOR COMMENTS AND POSTINGS ON SOCIAL MEDIA WEBSITES**

Comments, posts and messages from Library staff and from the public are welcome on North Vancouver District Public Library's social media site provided they do not contain any of the following:

- **Spamming and Flaming:** Individuals posting identical thread titles or nearly identical concept threads, or continuous irrelevant threads within a short amount of time will be viewed as Flaming the Board. Members promoting information or advertising from, or linked to, any form of commercial entities, will be viewed as Spamming;
- **Personal Insults and Harassment:** Individuals are prohibited from posting personal insults, divulging personal information or images altered or otherwise of people without their consent. Individuals are also prohibited from making repeated personal attacks, including harassment of others from thread to thread;
- **Negative / Inflammatory Content:** Individuals are prohibited from intentionally and consistently posting or re-posting comments or content that either results in, or is designed to inflame, provoke and incite continuous arguments and negative debates. All content must be suitable for all ages;
- **Offensive Content:** Individuals are prohibited from posting or linking content containing racial or religious slurs, ethnic slurs and jokes, sexual content and/or slurs, illegal content, content inciting hate, graphic or disturbing content, profanity, or discussions about illegal drugs or illegal activities. Individuals are prohibited from publishing or linking defamatory, obscene, indecent, misleading or unlawful material or information;
- **Images, Audio and Text:** Individuals are prohibited from posting any images, links, or posts that contain sexual content, graphic or disturbing content, racial hatred, profanity, gambling or wagering for monetary gain, any content that should not be viewed by children, audio or video for promotional purposes or trade, or any other inappropriate or illegal content;
- **Other Inappropriate Content:** Individuals are prohibited from posting content that promotes particular services, products, or political organizations and/or infringes on copyrights or trademarks. Individuals are prohibited from advertising or offering to sell any goods or services, or conduct or forward surveys, contests, or chain letters;

- Solicitation of Funds: Individuals are prohibited from soliciting for donations for foundations, charities, or any other organization. Also prohibited is uploading or attaching files that contain software or other material protected by intellectual property laws (or by rights of privacy of publicity) unless the poster owns or controls the rights thereto or has received all necessary consents;
- Content considered to be inappropriate as deemed by the Library Director.

Comments, posts and messages must also be topically related to the site and must comply with the established terms of use outlined by the Library for that particular social media site (if applicable).

A comment posted by a member of the public on any North Vancouver District Public Library social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Library, nor do such comments necessarily reflect the opinions or policies of the Library.

All social media sites affiliated with the Library will be regularly screened by library employees. Any posts or comments that do not comply with Library policy will be immediately removed; the poster may subsequently be barred from posting any subsequent messages to library sites.

#### **STAFF USE OF PERSONAL SOCIAL MEDIA SITES**

Employee activity in social media during work hours should be related to his or her position with the Library, with the exception of work-time breaks. Staff may not make any comments on behalf of the Library in their own personal social media sites. Staff may, however, share information already posted on Library social media sites on their own social media sites.

When posting to personal social media sites, staff should consider, among all other relevant criteria, how posted comments or view may affect his or her ability to perform his or her job, his or her level of professionalism, and the Library in general. All staff have a duty of good faith and loyalty to their employer and should avoid unbecoming conduct that would reflect negatively on the Library or District.

If staff have their own blog or social media site and make reference on such sites to North Vancouver District Public Library, they must make it clear that the opinions they post are their own and do not necessarily reflect the views of North Vancouver District Public Library. Additionally, Library staff are advised that comments made on any social media site regarding the Library's chief funder, the District of North Vancouver or the Library, whether their operations, coworkers, supervisors, residents and businesses, could impact their employment with the Library.

If any employee communications (on personal, Library or District sites) is discovered to be in breach of the Policy, in breach of the law, or contributes to a hostile work environment, that employee could be subject to discipline, up to and including termination of employment.