

POLICY STATEMENT

SOCIAL MEDIA

APPROVED BY: Richmond Hill Public Library Board

DATE: November 15, 2012

1.0 PURPOSE

Richmond Hill Public Library endorses the use of social media as a communication and community-building tool. The Social Media Policy Statement was developed within the context of the Library's mission to provide a progressive, user-oriented library service which responds to and anticipates the educational, leisure and other information needs within the community. Social media will be used as a venue for sharing information resources and facilitating communication between library users and staff. RHPL recognizes and respects differences in opinion.

Social media is defined in this policy as any online platform created and maintained by Richmond Hill Public Library for library users and staff to share opinions and information about library-related subjects or issues. It can include but is not limited to blogs, wikis, and social networking sites such as Facebook, Twitter, Flickr, YouTube and the library catalogue.

2.0 POLICY

Richmond Hill Public Library assumes no liability regarding any event or interaction that takes place by any participant in any library-sponsored social networking service, and does not endorse or review content outside the "pages" created by Richmond Hill Public Library.

As with the use of all library services and resources, it is the responsibility of parents/guardians/caregivers to determine and monitor children's use of the Library's social media tools. The Library is not responsible for enforcing any restrictions which a parent/guardian/caregiver may place on a minor's use of this resource.

Users are encouraged to protect their privacy when participating in social media. Richmond Hill Public Library is committed to protecting the privacy of its users as outlined in *Confidentiality of Library Patron Information Policy*. However, users should be aware that social media that is provided through third party services may have its own privacy policies.

By posting content, the user agrees to indemnify Richmond Hill Public Library and its officers and its employees from and against all liabilities, judgments, damages, and costs incurred by any of them that arise out of or are related to the posted content.

In addition to the general rules respecting use of the Library, Richmond Hill Public Library prohibits the use of its social media applications for any purpose that would contravene any government statute or regulation, or which might create civil liability by the user or the Library Board to any person.

Comments, posts or messages are welcome on RHPL social media sites. Examples of writing, photos or images that are strictly prohibited include, but are not limited to the following:

- Obscene or racist content
- Personal attacks, insults or threatening language
- Potentially libelous statements
- Personal or private information published without consent
- Comments or hyperlinks to material not related to the forum
- Commercial promotions

Richmond Hill Public Library reserves the right to monitor social media content and to modify or remove any messages or postings due to space or content.

Use of Richmond Hill Public Library social media is conditional on the user's agreement to observe this policy. By continuing to use any Richmond Hill social media platform, the user indicates agreement to all requirements of this policy.

Violation of this policy will result in the removal of content and the poster may be barred from posting any subsequent messages on library social media platforms. Violation of this policy may also result in criminal prosecution by appropriate authorities.

3.0 RELATED POLICIES

- I. Code of Conduct - Patron
- II. Confidentiality of Library Patron Information

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