KING TOWNSHIP PUBLIC LIBRARY	POLICY: **Social Media**		POLICY NO.: **OP - 10**
	CATEGORY: **Operational**	LAST REVIEW/ REVISION DATE: October 2026	SCHEDULED REVIEW DATE: October 2030

1. Purpose

King Township Public Library (KTPL or the Library) uses online and social media channels as means to address its service objectives and meet our strategic priorities. This policy sets out the guidelines for social media use in a manner that is consistent with the Library's mission, vision, and service values.

2. Scope

This policy applies to all Library Staff, Board members, and the community at large, and it will define the parameters of using social media while connected to the Library, or for anyone who communicates / interacts with the Library via social media.

3. Definitions

For the purposes of this policy:

1. *Social Media* – is defined as an interactive online media that allows parties to communicate digitally with each other or to share information in a public forum. This includes online social forums, blogs, video, content-sharing platforms, mobile applications, podcasts, as well as any new technologies and platforms which are constantly emerging.

2. *Social Media Designates* – are defined as Library Staff designated by Management and given specific training. They are responsible for creating, posting to, and moderating content on social media on behalf of the Library.

3. *Social Media Users ("Users")* – are defined as any individual who communicates or interacts with the Library digitally via any online or social media platform.

4. Objectives

1. King Township Public Library supports the responsible and effective use of social media for Library purposes, including:

    a. Engaging in promotion, outreach, and raising the Library's profile.

    b. Delivering information and other core Library services.

c. Improving and supporting customer service excellence.

d. Supporting media and public relations activities.

e. Demonstrating our commitment to and understanding of emerging media/technology.

5. Principles

1. King Township Public Library is committed to:

    a. Responding to questions and concerns within two business days.

    b. Maintaining the highest levels of accuracy, objectivity, and impartiality in the information we communicate.

    c. Respecting the privacy and personal information of those with whom we communicate.

    d. Respecting freedom of speech and difference of opinion, while protecting Staff and Users from offensive, abusive, or otherwise inappropriate speech.

6. Guidelines

1. Social media provides a forum for promoting the free exchange of ideas which the Library will continue to encourage. However, content that contravenes its Code of Conduct, the Ontario Human Rights code, the Criminal Code of Canada, Copyright Act, Freedom of Information and Protection of Privacy Act or any other applicable legislation will be removed.

2. The Library reserves the right to edit or modify submissions when reposting or providing comment. Being followed by the Library on social media, or the posting of third-party content on the Library's social media, does not imply the Library's endorsement of said content.

3. The Library is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of these communications.

4. KTPL 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.

5. KTPL is not responsible for comments, posts, links, or other content submitted by users of its social media platforms. The views expressed by users do not necessarily reflect those of KTPL. Links to third-party websites are provided for convenience only and do not constitute

endorsement by KTPL of the content, opinions, products, or services contained on those sites.

6. Library Staff and KTPL Board members, on their own time, may wish to utilize their personal social media to promote Library events, programs or initiatives, and to engage in online discussion or content-sharing around Library events, programs or services. Staff and Board members who do so are expected to comply with this policy and are not considered Social Media Designates.

7. Comments, posts and messages are welcome on the Library's social media sites, provided they do not contain:

    a. Content that could reasonably be perceived as obscene or racist.

    b. Personal attacks, insults, or threatening language.

    c. Potentially libelous statements.

    d. Private, personal information published without consent.

    e. Comments not related to the discussion.

    f. Commercial promotions or spam.

    Users are responsible for the content they post. KTPL reserves the right to remove content that violates this policy and to restrict or revoke a user's ability to participate on KTPL social media platforms. Where appropriate, KTPL may refer unlawful activity to law enforcement or other authorities.

8. Notwithstanding the criteria listed above, the Library reserves the right to post, refuse to post, or remove any content at any time, without notice.

9. Violation of this Policy will result in the removal of content, and the User may be barred from posting any subsequent messages on Library social media. Violation of this Policy via acts or omissions that are criminal in nature may also result in criminal prosecution by appropriate authorities.

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