

Social Media Policy

Purpose and Scope

Burlington Public Library is committed to using social media to provide a venue for meaningful and engaging communication between community members, customers, partners and library staff. Social media is defined as any web application, site or account created and maintained by Burlington Public Library (BPL) which facilitates an environment for library staff and library users to engage, share opinions and information about library related subjects or community issues. BPL recognizes and respects differences in opinion.

Policy Statement

Burlington Public Library regards social media in the same way as its other communication and service delivery channels in accordance with its mission to “Engage Burlington in building 21st century literacies, lifelong learning and community connections.” The same standards, policies and guidelines apply to online and social media as all other forms of Library communication. Library staff will strive to create a social media presence that is consistent with the Library’s vision, mission and core values.

Social media provides a forum for promoting the free exchange of ideas which the Library will continue to encourage. However, content that contravenes our 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 legislation will be removed immediately. The Library reserves the right to edit or modify submissions when reposting or providing comment. Being followed by the Library on any social media platform or content posted by other parties on Library social media channels does not imply the Library’s endorsement. Use of Library social media channels is conditional on the user’s agreement to observe this policy. By continuing to engage on the Library’s social media, the user indicates agreement to all requirements of this policy.

Comments, posts and messages are welcome on the Library’s 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 about an individual or staff member
- 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. 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.

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 social media.

Burlington Public 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.

By posting content, the user agrees to indemnify Burlington Public Library 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.

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.

Effective Date: Feb 21 2019

Projected Review Date: 2023

Motion #/Date: #19-16, Feb 21, 2019

Amended Dates:

Associated Policies: