

PARL encourages the responsible use of social media technologies to support public relations and promotions of library programs, and services, and to build connections with community and stakeholder groups.

Social media is defined as any facility for online publication and commentary, including without limitation, blogs, wikis, and social networking sites such as Facebook, LinkedIn, Twitter, Google+, and YouTube.

Purpose:

This policy is to provide a process for the creation and monitoring of official Library-moderated social media sites and to provide guidelines for employees of the Library who use social media. The Library recognizes the open nature of social media and its use for both personal and professional purposes. It may not always be clear when one is speaking on behalf of the Library, sharing facts, or sharing professional or personal opinions. This policy helps individuals navigate this ambiguity and clarifies certain responsibilities when posting materials online.

Scope:

This policy applies to PARL staff, management, contractors, student interns, volunteers, and Friends of the Library societies, in their capacity as members of the PARL community.

Principles:

The use of social media complies with provincial and federal laws and regulations, and all applicable Library policies. All uses of social media follow ethical and professional standards. See ***Guidelines for Using Social Media***.

Use of Social Media by the PARL Community:

To create a PARL social media account or presence, approval must be provided by the Community Services Librarian who will consult with the Chief Librarian. The Community Services Librarian may also discontinue a site in consultation with the Chief Librarian.

Members of the PARL community are free to publish or comment via social media in accordance with this policy and should adhere to common guidelines as presented in ***Guidelines for Using Social Media***.

Members of the Library community must not represent or be perceived to represent the Library on their personal social media sites or personal social media communication, including use of logos and other branding.

Employees who utilize social media in a manner that damages the reputation of the institution or compromises employment relationships may be subject to discipline up to and including dismissal. Such actions may include, but are not limited to, comments of a harassing or discriminatory nature or breaches of confidentiality.

When using a PARL social media platform to engage in any social media or professional social networking activity, PARL regards such actions as public and employees are held fully responsible for any and all related activities.

For any pictures of people in the library – a PARL Media consent release form must be signed by the person featured in the image or media, or their guardians – before it may be posted online.

Maintain confidentiality. Do not post confidential or proprietary information about Pictou-Antigonish Regional Library, its staff, its patrons, its volunteers and community. Use good ethical judgement and follow Library Board policies.