8. COMMUNICATIONS – INDEX

8. COMMUNICATIONS

8.1 PERSONAL USE OF SOCIAL MEDIA

PURPOSE

The social media policy applies to all library staff, volunteers, trustees, partners and members of the public who engage through social media in reference to the Morinville Community Library (MCL). It is intended to ensure that the MCL social media presence accurately represents the Library's stated mission and values.

DEFINITION:

AFFILIATES: Includes, volunteers, partners, trustees.

VOLUNTEER: For the purpose of this policy, a volunteer is defined as one who gives their time in a continued occurrence.

POLICY

1. In their capacity as private citizens, MCL employees and affiliates have the same rights of free expression as other citizens, however, they may not represent MCL on their own personal social media accounts, and they are reminded that they are bound by confidentiality and must not discuss any MCL information or content that they are not specifically authorized to discuss.

2. Acting as a private citizen, Morinville Community Library employees and affiliates must make every reasonable effort to make it clear that their contribution to social media is as a private individual, and not as a representative of MCL.

3. Personal social media must remain personal in nature, and indicate views are of a personal nature. Inaccurate, offensive, derogatory, or antagonistic comments made about MCL or its affiliates on social media is considered improper posting and may result in corrective action.

4. Affiliates should remain cognizant of their social media posts and interactions and refrain from posts that may reflect negatively on the MCL or go against the values espoused by the MCL.

5. Staff should be respectful, polite and patient when engaging in conversations related to MCL and refrain from debate that pertains to library business. Library business shall be redirected to the appropriate library channel such as the Library Social Media pages, the Library Director, or the Town of Morinville Library Board.

6. Staff and volunteers are encouraged to promote MCL on personal social media accounts as appropriate. When using social media for personal use and when identifiable, staff and

volunteers must be aware of guidelines and the potential impact on the brand, reputation, and values of MCL. Library staff and volunteers shall refrain from commenting on posts outside the scope of their responsibilities and should redirect to appropriate channels when necessary. The Board and management reserve the right to request affiliates to remove content that does not adhere to the policy.

7. Should an incident occur, the Library will investigate and provide an appropriate response in a timely manner which may include but is not limited to:
   - issuing a response, correction, or apology.
   - deleting a post.
   - investigation of similar or related incidents to prevent repeat incidents.
   - pursuing legal advice and/or action.
   - applying MCL's Rules of Conduct.
   - applying human resources procedures.
   - reviewing incidents for future preventative measures or improved response.

Please refer to **Personal and Official Use of Social Media Form 8.1/8.2** (See Appendix 8A)

8.2   OFFICIAL USE OF SOCIAL MEDIA

PURPOSE

The MCL's online presence contributes to its official corporate communications with the public through text, photos, video and audio files shared via tools such as blogs, wikis, social media networks, content sharing platforms, podcasts as well as the new technologies and platforms which are constantly emerging.

The same standards, policies and guidelines apply to online and social media as all forms of library communications.

POLICY

1. MCL staff must be aware that information they display or comments they make on library social media sites may be viewed by other users as representing official library sponsored information or comments. Therefore, in utilizing MCL social media, staff must follow the guidelines set forth below.

   When representing MCL via social media staff should:
   - always conduct themselves as representative of MCL.
   - comment and post relevant information that directly pertains to library programs, events, and resources in accordance with the library mission.
   - not make statements about patrons, or post, transmit, or otherwise disseminate confidential patron information.

- not represent postings as official MCL opinion or policy unless this has been clearly approved by the Library Director.
- not conduct political activities or personal business.
- observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

2. MCL, in its use of social media, strives to strike a balance between encouraging discussion and avoiding risks associated with inappropriate or otherwise unwanted content. Enabling comments or posts by the public on a social media page can result in spam and other inappropriate content viewable by library patrons. The decision to close comments will be made in consultation with the library's web coordinator. The site will be regularly screened by library employees and offensive or inappropriate comments will be removed.

3. The library's social media presence should be in keeping with the library's brand and should be immediately recognizable as belonging to MCL. Social media pages should borrow colours, fonts and images from the website, logo and/or letterhead where applicable.

4. Social media contributors are encouraged to:
   - keep posts succinct.
   - use language appropriate to the audience and subject.
   - be timely in their contributions.
   - balance promotion of services and collections with meaningful engagement.
   - provide links from posts to the library's website for full information when applicable.
   - choose correct spelling and grammar regardless of character limits.
   - use gender-neutral language.
   - use accurate and most current terminology.
   - avoid ambiguity.
   - consult with their colleagues.
   - defer to management when in doubt.

Please refer to *Personal and Official Use of Social Media Form 8.1/8.2* (See Appendix 8A)

8.3   INTERNAL COMMUNICATION POLICY

PURPOSE

The MCL values good internal communication and believes it is a critical element of creating a successful and highly engaged organization. Internal communication encompasses both "official" communication (announcements, memos, publications, policies, and procedures, etc.) and "unofficial" communication that occurs among and between team members (the exchange of ideas, information, and opinions). Internal communication occurs in all directions and MCL encourages all staff and volunteers to actively participate in internal communication by sharing information, knowledge, and ideas.

POLICY

1. MCL will provide staff with the internal resources to send and receive information in an effective manner. This includes email, scheduling software, staff log, program log, texts, phones, any software currently used by MCL, and an open-door policy.
2. Management is always responsible for keeping staff informed with accurate and up to date information.
3. Any requests or concerns regarding finance and personal employment information should be directed to the Library Director either in person or through email.
4. Payroll and benefits and scheduling enquiries may be directed to the Assistant Director.
5. All other items should be directed to the Director or Assistant Director.

8.4 EXTERNAL COMMUNICATION POLICY

PURPOSE

Library Board Trustees, employees and volunteers understand what is expected of them when using library communication channels.

MCL strives to ensure that all external communications are:
- accessible, engaging, and professional.
- well-managed and consistent with the Library's Mission Statement and core values.
- useful, accurate and provide understandable information.

POLICY

1. MCL values the role that communications play in:
   - engaging and consulting with the community and members of the public.
   - sharing information about the library.
   - enhancing the value MCL brings to the community.
   - providing transparency about how the library operates.

2. The Library's communication will:
   - reflect the library's values and its commitment to responsive public service.
   - be delivered clearly and effectively in a respectful positive manner.
   - support intellectual freedom while protecting privacy rights.
   - represent the diverse nature of the community in a fair and inclusive manner.
   - reflect the value of accessibility and comply with accessibility legislation and standards.
   - provide information in different formats, using various means of communication to efficiently reach a broad audience.
   - be delivered in a proactive manner.

Promotion and Marketing

1. MCL will advertise its programs, services and initiatives in the library as well as in the library's current online communication channels. At its own discretion, the library will promote and market using non-library communication channels and publications.

MEDIA RELATIONS

1. MCL will engage the media using a variety of communication tools, including social media, news conferences, news releases, etc.

2. The Library Director, in consultation with the Board Chair, will manage the MCL response to information or interview requests from the media.

3. Media enquiries will be answered promptly whenever possible to meet publication deadlines.

4. All enquiries regarding library services and programs are to be managed by the Library Director or designate.

5. All enquiries regarding Board led initiatives, budget items or governance items are to be managed by the Board Chair.

ACCOUNTABILITY FOR COMMUNICATIONS

The Library Director is accountable for communications management and shall ensure that:
- communications reflect the library values, policies and mission statement.
- MCL is compliant with legislation governing communications.

AUTHORIZED SPOKESPERSONS

1. The Board Chair, and or the Library Director, will be the spokesperson when statements on behalf of the MCL are required for such matters as MCL corporate information and Board decisions. The Board Chair and Director shall consult with each other prior to any official communication.

2. The Board Chair or Director may assign other representatives to speak on certain topics as appropriate with the prior consent of the other. Other board members and staff will not act as spokespersons unless delegated by the Board Chair or Director.

3. Staff shall communicate openly and regularly with members of the public about programs, services and initiatives delivered and for which they have direct responsibility. Employees shall not speak on behalf of the MCL and/or the Board about corporate matters.

4. Employees may be designated by the Director to speak to the media about services and initiatives they are familiar with and for which they have direct responsibility. Such communication will be done in collaboration with the Director.

5. Volunteers will not speak on behalf of the MCL and or the Board about corporate or operational matters. Volunteers shall inform the Director if they are asked for information or to comment on corporate or operational matters.

COMMUNICATIONS WITH FUNDING BODIES

1. All communications pertaining to administrative matters shall be directed to the Library Director through to the Town of Morinville CAO or designated party, and other administration bodies.

2. All communications pertaining to governance matters shall be directed through the Board Chair directly to the Mayor or Minister, or other appropriate party.

APPROVED BY BOARD   **REVIEW Date:**_____

_____   _____
Board Chair Signature   **Date**

COMMUNICATIONS APPENDIX 8A

FORM 8.1/8.2 – PERSONAL AND OFFICIAL USE OF SOCIAL MEDIA

RESPONSIBILITIES:

- Employees and affiliates are responsible for understanding the Personal and the Official Use of the Social Media Policy.

- Library Director is responsible for ensuring employees and affiliates are aware of the policy, its purpose, definitions, and guidelines.

- The Library Director or The Town of Morinville Library Board shall investigate violations of the Personal and Official Use of Social Media Policy. Appropriate disciplinary action will be taken when warranted.

I have read and understand the terms set out in Policy 8.1 Personal Use of Social Media and 8.2 Official Use of Social Media.

_____   _____
Signature   Date

_____
Print Name