



**Policy Type: Operational**

**Policy No: OP-09**

**Policy Title: Social Media Policy**

**Effective: May 2026**

**Review Date: May 2030**

## **Purpose**

This policy provides direction for the responsible and effective use of social media by the Grey Highlands Public Library (GHPL). It ensures that social media activities support the Library's mission, maintain public trust, protect users and staff, and reflect the Library's values of inclusivity and community engagement.

## **Scope**

This policy applies to all GHPL staff and volunteers who create, manage, or contribute to official Library social media accounts or online platforms.

It also establishes expectations for members of the public who engage with GHPL through its online and social media channels.

## **Definitions**

**Social Media:** Digital platforms and services that enable the creation, sharing, and interaction with content, including social networking sites, video-sharing platforms, messaging applications, blogs, and online community forums.

## **Guiding Principles**

GHPL is committed to:

- Providing accurate, relevant, and appropriate information
- Communicating in a respectful, inclusive, and community-focused manner
- Protecting the privacy and confidentiality of patrons and staff
- Fostering open dialogue while maintaining a safe and respectful online environment

The use of digital tools, including automated or assisted tools, must align with applicable library policies and professional standards.

## **Content and Account Authority**

Content published on official GHPL social media channels must:

- Align with the Library's mission, values, and strategic priorities
- Be appropriate, accurate, and respectful
- Comply with applicable copyright and intellectual property requirements
- Exclude confidential or sensitive information

GHPL is responsible for content published on its official social media channels.

GHPL maintains authority over its social media channels and may moderate content, including editing, removing, or restricting material that is inconsistent with this policy.



## **Staff Responsibilities**

Staff and volunteers who contribute to official GHPL social media are expected to:

- Represent the Library in a professional and respectful manner
- Ensure their contributions align with this policy
- Maintain the confidentiality of internal, patron, and sensitive information

Staff must not represent personal views as official Library positions unless authorized.

## **Privacy and Participation in Photos and Media**

GHPL recognizes that programs and services often take place in public or shared spaces where there may be a limited expectation of privacy.

- Photography and video recording may occur in Library spaces and at Library programs to support Library services, communications, and promotion
- The Library will make reasonable efforts to respect requests from individuals who do not wish to be photographed or recorded
- Images will be shared in a respectful and appropriate manner, with additional consideration given to content involving minors
- Personal information will be handled in accordance with applicable privacy legislation

## **Public Participation**

GHPL supports public engagement through its social media channels. Participation is expected to be respectful, lawful, and relevant to the context of the discussion.

The Library may restrict or remove content that is inconsistent with these expectations, including content that is offensive, harmful, misleading, unlawful, or unrelated

## **Oversight and Compliance**

GHPL maintains oversight of its social media channels to ensure alignment with this policy.

Significant issues, risks, or concerns arising from social media use are subject to review and may be addressed as appropriate.

Failure to comply with this policy may result in appropriate action, including restriction of access to Library social media platforms or disciplinary measures where applicable.