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MORINVILLE COMMUNITY LIBRARY POLICY AND PROCEDURES MANUAL

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, staff, volunteers, partners, trustees.

POLICY

1. In their capacity as private citizens, Morinville Community Library employees and affiliates have the same rights of free speech as other citizens, however, they may not represent MCL on their own personal social media sites, 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 sites 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 Morinville Community Library 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 refrain from posts that may reflect negatively on the Morinville Community Library or go against the values espoused by the MCL.
5. Employees should be respectful, polite and patient when engaging in conversations related to Morinville Community Library 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 Site, the Library Director, or the Town of Morinville Library Board.
6. Staff is encouraged to promote MCL on personal social media accounts as appropriate. When using social media for personal use and when identifiable as library affiliates one must be aware of guidelines and the potential impact on the brand, reputation and values of MCL. Library affiliates 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 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 Use of Social Media Form 8.1.a*** (See Appendix 8A)

8.2 OFFICIAL USE OF SOCIAL MEDIA

PURPOSE

The Morinville Community Library'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. Morinville Community Library 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:

- conduct themselves at all times as representative of MCL;
- commend 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. Morinville Community Library, 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 site can result in spam and other inappropriate content viewable by library patrons. The decision to allow comments will be made in consultation with the library's web coordinator. Should the library choose to allow comments on social networking sites, 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 Morinville Community Library. 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;
 - avoid ambiguity;
 - consult with their colleagues;
 - defer to management when in doubt.

8.3 INTERNAL COMMUNICATION POLICY

PURPOSE

The Morinville Community Library 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 team members to actively participate in internal communication by sharing information, knowledge and ideas.

POLICY

1. Morinville Community Library 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 and an open-door policy.
2. Management is always responsible to keep 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. All other items should be directed to the employee that you report to as per your job description.

8.4 EXTERNAL COMMUNICATION POLICY

PURPOSE

Morinville Community Library 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;
- MCL will provide useful, accurate and understandable information;
- communication strategies and requirements are an essential part of the Library's community consultation and collaboration;
- Library Board members, employees and volunteers understand what is expected of them when using library communication channels.

POLICY

1. Morinville Community Library 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.

ADVERTISING

1. MCL will advertise its programs, services and initiatives in the library as well as non-library communication channels and publications.
2. MCL may, at its own discretion, publish advertisements in its print or digital publications from a public sector, non-profit, private-sector or non-government source.

MEDIA RELATIONS

1. MCL will operate and respond effectively in a 24-hour media environment. MCL will engage the media using a variety of communication tools, including social media, news conferences, background or technical briefings, 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;
- Morinville Community Library is compliant with legislation governing communications.

AUTHORIZED SPOKESPERSONS

1. The Town of Morinville Library Board Chair, and or the Library Director, will be the spokesperson when statements on behalf of the Morinville Community Library 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. Employees 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 CAO or designated party.
2. All communications pertaining to governance matters shall be directed through the Board Chair directly to the Mayor or Minister.

APPROVED BY BOARD

REVIEW Date: _____

Board Chair Signature

Date

COMMUNICATIONS APPENDIX 8A

FORM 8.1a – PERSONAL USE OF SOCIAL MEDIA

RESPONSIBILITIES:

- Affiliates are responsible for understanding the Personal Use of the Social Media Policy.
- Library Directors are responsible for ensuring 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 Use of Social Media Policy and any grievances submitted by Form 8.1.B. 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.

Employee Signature

Date

FORM 8.1b – OFFICIAL USE OF SOCIAL MEDIA

RESPONSIBILITIES:

- Affiliates are responsible for understanding the Official Social Media Use Policy.
- Library Directors are responsible for ensuring affiliates are aware of the policy, it's purpose, definitions and guidelines.
- The Library Director of the Town of Morinville Library Board shall investigate violations of the Official Social Media Use Policy and any grievances submitted by Form 8.1.B. Appropriate disciplinary action will be taken when warranted.

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

Employee Signature

Date