



SUBJECT: COMMUNITY - SOCIAL MEDIA POLICY

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PURPOSE

Innisfil ideaLAB & Library uses online and social media channels to extend its welcoming, supportive service environment into the digital space, in alignment with the Library's mission, vision, and values.

This Social Media Policy aims to:

- Support excellent customer service through effective use of online and social media.
- Define expectations for employees, authorized external contributors, and the public.
- Minimize risks through clear guidelines for use and engagement.

The policy provides direction on content standards, roles, responsibilities, legal obligations, and risk management to ensure the Library's online presence reflects its values and objectives.

POLICY

Application

This policy applies to all Library online and social media activities, including social networks, websites, and mobile apps. It covers Library employees, authorized external contributors, and members of the public interacting through these channels.

The same standards apply online as in all other Library communications. Employees will maintain a social media presence consistent with the Library's mission, vision, and values.

This policy complements relevant legislation and Library policies such as the Rules of Conduct and Staff Code of Conduct.

Definitions

Authorized external contributor: Non-employees engaged by the Library to contribute to programs, services, or events (e.g., writers-in-residence, authors, partners). Those posting on behalf of the Library must follow Library guidelines.

Personal Information: Recorded information about an identifiable individual, excluding name, title, and business contact details.

Social media: Any platform for online publication, interaction, or commentary, including blogs, wikis, Facebook, LinkedIn, X (Twitter), Instagram, TikTok, Pinterest, YouTube, Bibliocommons, forums, and similar sites.

User Generated Content: Original content created by users and uploaded to Library channels (e.g., stories, videos, drawings).

Objectives

Online communication supports the Library's mission to foster learning, literacy, and community connections. Social media use reflects the Library's commitment to accurate information, privacy protection, and responsive service.

The Library applies the same standards to online channels as other communication methods and supports their responsible use for:

- Promotion, outreach, and branding
- Information delivery and service support
- Customer service excellence
- Media and public relations
- Partner collaboration
- Accessibility

The Library is not responsible for content posted by individuals other than employees or authorized contributors.

To manage risks and maximize benefits, the Library will:

- Post Terms of Use outlining participation requirements
- Reserve the right to amend or remove non-compliant content
- Provide a contact for complaints and inquiries

- Set clear guidelines for contributions
- Direct users to appropriate service channels
- Offer training for employees and contributors
- Monitor and evaluate social media effectiveness
- Implement risk management strategies for timely, transparent issue resolution

Guidelines

Social media is a forum for the free exchange of ideas, which the Library encourages. However, any content that violates the Library's Rules of Conduct, the Ontario Human Rights Code, the Criminal Code of Canada, the Copyright Act, the Freedom of Information and Protection of Privacy Act, or other applicable legislation will be removed immediately.

The Library reserves the right to edit or modify submissions when reposting or commenting. Being followed by the Library or having content appear on Library channels does not imply endorsement. Use of Library social media indicates agreement to this policy.

As with traditional resources, the Library does not act in place of a parent or guardian and is not responsible for enforcing restrictions on minors.

Comments, posts, and messages are welcome provided they do not include:

- Personal attacks, insults, or discriminatory language based on protected grounds under the Ontario Human Rights Code
- Profane, abusive, or threatening language
- Plagiarized or copyrighted material, or content violating intellectual property rights
- Private or personal information shared without consent
- Commercial promotions, spam, or solicitation
- Sexually explicit content or links
- Proselytizing or religious promotion
- Political campaigning or election-related content
- Illegal activity or encouragement to break the law
- Information or actions compromising public safety or security

Library employees will monitor social media and remove prohibited content immediately. Offenders may be banned at the Library's discretion.

The Library does not verify the accuracy or reliability of user-generated content, opinions, or credentials. External links are provided for convenience; the Library assumes no responsibility for their content and does not endorse businesses, advertisements, goods, or services.

The Library reserves the right to post, refuse, remove, or limit comments at any time without notice.

By posting, users agree to indemnify the Library and its staff against all liabilities, damages, and costs arising from their content. Forums and messaging may not be used for commercial or political purposes.

If users do not agree to these terms, they must not use the service. Violations may result in legal liability.

All content created by or on behalf of the Library remains Library property and may only be reproduced with permission, except as allowed under the Terms of Use.

Legislation

Federal Legislation

Copyright Act (R.S., 1985, c. C-42) as amended.

Provincial Legislation

Ontario Human Rights Code (R.S.O. 1990, c. H. 19, s. 5 (1) as amended.

Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M. 56 as amended.

Related Policies:

Internet Service Policy

Rules of Conduct Policy

Staff Code of Conduct Policy

Community Information and Display Policy

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Motion #2025.61

Supersedes Policy #2021-20, approved November 15, 2021, Motion #2021.86;
Policy #2017-17, approved October 16, 2017, Motion #2017.76 &
Policy #2013.09, approved June 17, 2013, Motion #2013.71