KFPL Statement of Policy

Public Use of KFPL Online Forums

# Purpose

The Kingston Frontenac Public Library uses online and social media forums to extend and promote library services, engaging with the community in a manner consistent with the Library’s mission, vision and values.

This policy outlines expectations regarding public participation in KFPL’s online and social media forums.

# Scope

This policy applies to Library social media and online activities including, but not limited to, blogs, social networks and online communities, websites and mobile applications. Other library policies, including the Patron Code of Conduct, may also apply.

# Patron Responsibilities

KFPL encourages the community to engage with our social media communities. Photos, videos, comments, posts, messages and creative content are welcome. Contributors must not post content that infringes on the rights and privacy of others.

KFPL may capture community-created content for use in marketing materials and the KFPL annual report. Written content may be edited for length, spelling or grammar.

KFPL is committed to providing a safe and welcoming online community. If communication received through social media contains any of the following, KFPL will not respond and content may be removed at the discretion of Library. This includes:

* profane language or content, or violent, threatening, abusive, harassing, or disruptive language;
* content that promotes, or would have the effect of promoting discrimination, contempt or hatred for any group or person on the basis of race, ethnic origin, place of origin, citizenship, colour, ancestry, language, creed (religion), age, sex, gender identity, gender expression, marital status, family status, sexual orientation, disability, political affiliation, membership in a union or staff association, receipt of public assistance, level of literacy or any other similar factor;
* inappropriate sexual content or links to such content;
* conduct or encouragement of illegal activity;
* information that may compromise the safety or security of the public, public systems or employees of KFPL;
* personal information or personal information of others;
* content that violates legal ownership interests of any other party;
* seriously inaccurate or intentionally misleading information;
* commercial endorsements or solicitations;
* content that otherwise violates the policies or procedures of KFPL, including the library’s Patron Code of Conduct;
* comments unrelated to the topic or article being discussed;
* or harassment to the Library or to the online community by means of trolling.

KFPL reserves the right to hide, remove or block content and/or users who interact inappropriately with any of KFPL’s social media accounts. Contributors of such content may be blocked from the Library’s social media properties, and may result in the loss of library privileges, including access to library locations. All appeals for suspension must be directed to the Chief Librarian in writing.

Social media channel use shall abide by all legislation, regulation and other legal obligations of the library regarding privacy and freedom of information. KFPL is subject to Ontario's *Municipal Freedom of Information and Protection of Privacy Act*, R.S.O. 1990, c. M.56 ("*MFIPPA*"), as amended and other privacy legislation. Information and communication contained on the Library’s social media channels are subject to *MFIPPA* and may be deemed releasable under this legislation. Anonymity or confidentiality of the sender and any information contained within the correspondence cannot be presumed or relied upon.

# Risk Management

The Library will engage in best practices for managing online and social media channels, including:

* monitoring channels to assess relevance and adherence to guidelines;
* creating, posting and enforcing our social media policies.

In the event that an issue or an incident occurs, the Library will investigate the matter and take appropriate action, which may include one or more of the following:

* issuing a response, correction or apology;
* deleting a comment or post;
* pursuing legal advice and/or action;
* applying the Patron Code of Conduct to exclude patrons from use of Library facilities, depending on the seriousness of the incident;
* reviewing incidents after the fact to determine if preventive measures or the Library's response could be improved.

# Accountability

The Director, Outreach and Technology is responsible for the implementation of this policy.

# Appendices

1. List of Related KFPL Policies and Documents
2. Online & Social Media Policy Statement

# Document Control

Original Policy Date: February 2020

Last Reviewed:

Changes made:

Next Review: February 2021

Appendix A: List of Related KFPL Policies and Documents

Patron Code of Conduct

Collection Development Policy

KFPL Strategic Plan

Service Feedback Standards Policy

Online and Social Media Policy Statement

KFPL Social Media GuidelinesAppendix B: KFPL Online & Social Media Policy Statement

**Online and Social Media Policy Statement**

The Kingston Frontenac Public Library (KFPL) is committed to operating its social networking sites as an effective method of communication with interested users. Sites will be monitored during regular business hours of Monday to Friday, 9:00am to 5:00 pm.

KFPL welcomes your participation in the Library's virtual community. Your comments, photos, messages and creative content are welcome. KFPL reserves the right to hide, remove, or block content and/or users who post, tweet, comment, or communicate inappropriately with the library’s social media accounts as outlined in our [Public Use of KFPL Online Forums and Social Media Policy](https://www.kfpl.ca/library-policies/public-use-of-kfpl-online-forums).

KFPL may capture community-created content for use in marketing materials and the KFPL annual report. Written content may be edited for length, spelling or grammar.

While KFPL will make every effort to respond to concerns and questions directed to our social media accounts, at our discretion we may request that the discussion be redirected to either our phone or email support channels. The reason(s) for this would include, but is not limited to, privacy concerns (yours, a fellow resident(s) or employee(s) of KFPL), character limitations for messages, and amount of detail required to resolve a situation.

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