



## Collingwood Public Library

Policy Type: **Operational**

Policy Number: **OP – 07**

Policy Title: **Communications Policy**

Policy Approval Date: **September 22, 2022**

Policy Review Date: **September 2026**

---

### Section 1: Purpose

The Communications Policy was developed to provide a framework for the promotion and publicity of official Collingwood Public Library documents including, but not limited to publications, websites, social media, and other materials belonging to the library. This policy is to ensure that internal and external communications are accessible, engaging, professional and well-managed.

### Section 2: Communication Guidelines

The Collingwood Public Library values the role that communications play in:

- a) Engaging and consulting with the community and members of the public;
- b) Sharing information about the library;
- c) Enhancing the value the library brings to the community;
- d) Providing transparency about how the library operates.

The library's communication will:

- a) Reflect the library's values and its commitment to public service;
- b) Be delivered clearly and effectively in a respectful and positive manner;
- c) Support intellectual freedom while protecting privacy rights;
- d) Represent the diverse nature of the community in a fair and inclusive manner;
- e) Reflect the value of accessibility and comply with accessibility legislation and standards;
- f) Provide information in different formats using various means of communication to efficiently reach audiences;
- g) Be delivered in a proactive, not reactive manner.

The library will not condone:

- a) Promotion of discrimination, stereotypes, socially unacceptable behaviour, gratuitous violence, obscene or profane language or unfair representation;
- b) Exploitation or inciting of violence; or directly encourage or exhibit obvious indifference to, unlawful or reprehensive behaviour;
- c) Demean, denigrate, or disparage any identifiable person, group of persons, organization, profession, product or service;
- d) Advertising that is partisan or political in nature;



- e) The promotion of religious beliefs or convictions;
- f) Personal ads and notices, and notices of items for sale or rent.

### **Section 3: Accessibility**

Collingwood Public Library works to provide equitable access to library services for all people. Where possible, the library will provide access without the need for adaptation or specialized design in order to integrate services to persons with disabilities. In accordance with the library's values and our Accessibility for Users with Disabilities Policy, the library will:

- a) Communicate in ways that are accessible to person with disabilities;
- b) Comply with the requirements of the *Accessibility for Ontarians with Disabilities Act* (AODA) and regulations;
- c) Provide emergency procedures, plans or public safety information in an accessible format.

### **Section 4: Access to Information and Protection of Privacy**

Collingwood Public Library is committed to ensuring the privacy of the information given to us by individuals wishing to use the services of the library. The library collects this information in accordance with the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) and under the authority of the Ontario Public Libraries Act in order to conduct library operations. Personal information collected for these purposes is used internally at Collingwood Public Library or by agencies working on behalf of the library. These agencies are required to abide by the Library's Privacy Policy. Inquiries may be directed to the library CEO.

When you visit the Collingwood Public Library website, you do so anonymously. If you use services such as the email reference service or 'Suggest New Items' form, we will ask you to provide your name, phone number or email address so we can respond to you.

### **Section 5: Crisis and Emergency Communication**

In the event of a crisis or emergency in which the library is involved, Collingwood Public Library will:

- a) Communicate during and after the event in order to prevent injury or loss of life, limit damage to library assets and property, maintain public services, assist in the process of recovery and maintain or restore public confidence in the library;
- b) Support the Town of Collingwood and its boards and committees in any crisis or emergency communications, as required;
- c) The Chair of the Collingwood Public Library Board and/or the CEO, assumes the role of spokesperson for crisis or emergency communications. Other board member and staff will not act as spokespersons unless designated by the Chair or CEO.

### **Section 6: Communication Tools**

The library's communication channels and tools will be used for promoting only library related programs, policies, functions, notice of equipment malfunctions, program cancellations and initiatives.



All communication tools are maintained by the Public Relations Coordinator, with support from the Technology Coordinator or Community Services Supervisor, when needed.

The library currently and regularly utilizes the following methods and tools to communicate with our community:

### **Website**

[www.collingwoodpubliclibrary.ca](http://www.collingwoodpubliclibrary.ca)

### **Social Media**

The Collingwood Public Library adheres to the Town of Collingwood's Use of Social Media Policy (Appendix A) for all current and future library social media accounts.

Collingwood Public Library's social media accounts include, but may not be limited to:

- a) Facebook: Collingwood Public Library
- b) Instagram: cplcollingwood
- c) Twitter: CollingwoodPL
- d) YouTube: Collingwood Public Library
- e) TikTok: TOCLibrary / collingwoodpubliclibrary

### **Internal/External Content Standards**

Comments, posts, and messages are welcome on library social media sites provided they do not contain:

- a) Obscene, racist, or otherwise discriminatory content;
- b) Personal attacks, insults, or threatening language;
- c) Plagiarized material or copyrighted material;
- d) Confidential information published without prior consent;
- e) Promotion of political candidates or other political material.

### **LCD Displays**

Necessary updates of the display panels will be done by the PR Coordinator; support in maintenance of the panels may be provided by the Technology Coordinator and the TOC IT team.

### **Outdoor Kiosk**

The library shares an outdoor information kiosk with the Town of Collingwood/Business Improvement Area, located outside the library's west entrance. The kiosk is updated by the PR Coordinator at least quarterly, or when significant library programs or events are taking place.

### **Public Bulletin Board**

Additional guidelines for the use of our public bulletin board can be found under policy OP-09 Community Information.



## **Section 7: Copyright**

All intellectual content about the library and its services program and initiatives created by library staff, board, or volunteers, is owned by and the property of the library and the library is the copyright holder. It includes content in all formats and content posted on the library's website and social media channels.

Content may be redistributed or reproduced by others with prior written consent from the Public Relations Coordinator, and shall include appropriate acknowledgement of Collingwood Public Library, and used in accordance with Canadian copyright law.

### **Related Documents:**

Accessibility for Ontarians with Disabilities Act, 2001 (AODA)

Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M56

Municipal Freedom of Information and Protection of Privacy Act, R.R.O, 1990, Regulation 823

Copyright Act, R.S.C., 1985. c. C42

Collingwood Public Library. **OP-09 Community Information Policy.**



## Appendix A

### Town of Collingwood Social Media Policy

**Section:** Administration

**Policy#:**

**Policy:** Use of Social Media

**Date:** March 21, 2016

**Rev. Date: Coverage:** All Staff – Town of Collingwood Committee and Board Members

---

#### Policy Statement

The Town of Collingwood is committed to communicating and engaging with residents, visitors, and stakeholders in a variety of ways that work best for all users, including social media.

#### 1. Definitions

**Follow** means to subscribe to a social media account of another user and receive their posts as updates.

**Political Material** means comments or posts made by politicians, supporters or otherwise, for the purpose of political gain.

**Social media** means the web-based technologies and sites (often called Web 2.0) and includes blogging, microblogging (Twitter), photosharing (Flickr), video sharing (YouTube), webcasting (Blogtv), and networking (Linkedin, Facebook, wikis, blogs, discussion boards) which allow users to interact with each other by sharing information, opinions, knowledge, photographs and interests.

**Social Media Moderator** means Town of Collingwood staff and representatives tasked with posting and reviewing content on Corporate Social Media sites.

**Town of Collingwood Social Media sites** means social media sites created and managed by Town staff and representatives. For an up-to-date list, visit [www.collingwood.ca/socialmedia](http://www.collingwood.ca/socialmedia).

#### 2. Purpose

The Town of Collingwood is committed to using social media for the purposes of sharing information resources with our community and visitors, and for engaging with residents, visitors, and community stakeholders.



### 3. Scope

This Social Media Policy applies to all Town of Collingwood staff members and Committee/Board members participating on all Town of Collingwood owned social media sites. The participation in social media by employees and Committee/Board members acting in an official municipal capacity should be viewed in the same way as participating in other media or public forums.

### 4. Procedures

#### A. Creating a Town Social Media Site

- a) Employees and committee/board members wishing to use social media sites should work with the Communications Officer to discuss specific goals and objectives.
- b) Employees must have approval from the Communications Officer, prior to establishing a social media page on behalf of the Town of Collingwood;
- c) Login and password information will be provided to the Communications Officer.

#### B. Administering Town Social Media Sites

- a) All Town-owned social media sites are administered by Town employees.
- b) When a Social Media Moderator leaves the Town, all passwords should be changed for those Town-owned social media sites to which they had access.
- c) An appropriate disclaimer or other terms and conditions, as approved by the Clerk's Department, must be posted to the Town's Social Media webpage, which should be accessible from each Town social media site.
- d) Content of Town of Collingwood Social Media sites will be monitored by social media moderators who are responsible for:
  - i. Correcting misinformation and ensuring content is up-to-date;
  - ii. Ensuring responses to wall posts, in-box messages and discussion comments are made in a timely manner;
  - iii. Removing any post that is considered to be false, defamatory, abusive, hateful, obscene, racist, sexually-oriented, threatening, discriminatory, or invasive of someone else's privacy;
  - iv. Denying access to or blocking users who continue to post inappropriate or offensive comments.

#### C. Internal/External Content Standards

- a) Comments, posts, and messages are welcome on municipal social media sites provided they do not contain:
  - i. Obscene, racist, or otherwise discriminatory content;
  - ii. Personal attacks, insults, or threatening language;
  - iii. Plagiarized material or copyrighted material;
  - iv. Confidential information published without prior consent
  - v. Promotion of political candidates or other political material.



- b) All municipal social media sites or pages within existing social media services will be required to link to the Town's Social Media page which will contain the following terms and conditions:
  - i. All posts are monitored by municipal staff who may delete any message. If a submission violates guidelines, or is in any other way inappropriate, the submission will be removed in its entirety from the site. If a user continues to post messages that violate the guidelines, the user may be blocked from using the site. If you believe a submission to any municipal social media site violates the guidelines, please report it immediately to the municipality.

#### **D. Employee Use of Social Media**

- a) Employees and committee/board members must ensure that privacy, confidentiality, copyright and data protection laws are adhered to, and must not make comments that are considered defamatory or libelous;
- b) As a representative of the Town of Collingwood, it is expected that any time a public statement is made regarding the Town (including on personal social media accounts), that the individual making the statement would be held to the same standards of professionalism that they would be at work.
- c) Employees who are deemed to be in violation of this policy will be subject to discipline as per the applicable Human Resource Policies, including the Code of Ethical Conduct and the Responsible Use of Information Services policies, but also:
- d) Proper Use of E-Mail and Internet Access
- e) Employee Confidentiality
- f) Protection of Personal Information
- g) Behavior and Conduct in the Workplace
- h) Discrimination and Harassment-Free Workplace
- i) Progressive Discipline
- j) Enforcement of these policies will be as per the process outlined in each policy.

#### **E. Council / Committee/Board Members and Social Media**

- a) Members of Council are welcomed and encouraged to participate in social media, through their own accounts, while respecting the Council Code of Conduct. Members of Council are encouraged to follow the official Town sites and to share content.
- b) The Town of Collingwood Social Media Sites will follow any current Member of Council's social media accounts, which are used to promote municipal and community information. (i.e. strictly personal accounts will not be followed). All accounts owned by Members of Council will be un-followed, and no further material will be shared on Corporate Social Media sites as of the start of nomination period for any municipal elections or by-elections.
- c) If any accounts belonging to non-incumbent candidates are being followed, they will also be un-followed and no further material will be shared on Corporate Social Media sites as of the date that they file nomination papers.
- d) Any violations of the Code of Conduct by Council / Committee/Board Members will be dealt with according to the resolution process outlined in the Code.