

Policy Title:	Public Social Media
Policy Type:	Administration
Policy #:	ADM 09
Policy Authority:	Board
Effective Date:	November 2011
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PURPOSE

To provide parameters for participating in Clarington Public Library, Museums and Archives (“CPLMA”) social media networking websites. This policy complements related policies such as the Code of Conduct and Internet Access policies.

DEFINITIONS

“**Social media**” is defined as any web application, site or account created and maintained by the Clarington Public Library, Museums and Archives, which facilitates an environment for staff and members to share opinions and information about CPLMA related topics.

POLICY

1. CPLMA regards online social media in the same way as its other information resources in accordance with its mission of serving Clarington’s needs for learning, literacy and community connections.
2. Use of CPLMA social media is conditional on the user’s agreement to observe this policy. By continuing to use the application, the user indicates agreement to all requirements of this policy. If any user does not agree to all requirements of this policy, they are not to use the services as violation of the policy can lead to legal liability.
3. By posting content, the user agrees to indemnify Clarington Public Library, Museums and Archives and its officers and employees from and against all liabilities, judgments, damages and costs (including attorney’s fees) incurred by any of them that arise out of, or are related to the posted content.

4. As with more traditional resources, CPLMA does not act in place of, or in absence of a parent. It is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of this resource.
5. In addition to the general rules respecting use of CPLMA property, CPLMA prohibits the use of Library electronic communication tools and applications for any purpose that would contravene any legislation or government regulation, or that might create civil liability by the user of the Library Board to any person.
6. Comments, posts and messages are welcome on the CPLMA social media sites provided they do not contain:
 - a. Obscene or racist content;
 - b. Personal attacks, insults or threatening language;
 - c. Potentially libelous statements;
 - d. Plagiarized material;
 - e. Private, personal information published without consent;
 - f. Comments totally unrelated to the content of the forum;
 - g. Hyperlinks to material that is not directly related to the discussion;
 - h. Commercial promotions or spam;
 - i. Messaging for organized political activity.
7. All social media sites affiliated with CPLMA will be regularly screened by staff. All postings that contain any of the above will be removed immediately and the poster barred from posting any subsequent messages to the CPLMA social media sites.