

Governance Policies and Procedures

Policy Name: Social Media Policy	
Policy Number: 5.2.4	Policy Type: Administrative
Approval Date: September 23, 2016	Date for Review: 2026; Every 3 Years

SOCIAL MEDIA POLICY

INTRODUCTION:

The OLA Social Media Policy governs communications on existing or emerging social media platforms. Volunteers (i.e. Board, councils, committees, publication editors) and ola staff are spokespersons for the association who must uphold the reputation of ola while respecting association *stakeholders*. While association volunteers and staff are encouraged to share ola's events, programs, services and news, they must adhere to this policy when communicating on social media.

PURPOSE:

This policy is in alignment with the association's Privacy Policy and Code of Conduct; and complements existing or emerging policies regarding the use of technology, computers, e-mail and the Internet. Questions or concerns about communications on social media can be directed to the OLA Communications department at communications@accessola.com.

Definitions:

For the purposes of this policy, **social media** refers to platforms that conduct real-time, unfiltered commentary, including blogs, forums, wikis and social networking platforms (Facebook, LinkedIn, Twitter, Flickr, Instagram and YouTube, etc.).

Subscribers are individuals who are followers or fans of a social media account. Subscribers receive real-time updates about social media communications on their news feed.

Stakeholders are people and organizations on social media that have an interest in the activities of the Ontario Library Association. They can include members, vendors, the publishing community, government officials, and partners.

Social media content includes original posts or shared content (photos, GIFs, videos, web links and text).

PROCEDURES:

1. Creating Social Media Accounts

The purpose of OLA social media accounts are to promote events and activities, provide news and updates, join library-related conversations, and engage with stakeholders.

Primary OLA and Forest of Reading accounts are managed by designated OLA staff. Due to natural turnover, OLA volunteers may not have the resources needed to successfully and consistently maintain social media accounts. Upon staff approval, additional accounts may be managed by select OLA members.

It is recommended that OLA volunteers use popular OLA hashtags to promote content. This includes #ed institute, #OLASC, #olamentoring, #OLAPeople, etc.

If a council or committee is interested in creating a separate social media account, they should contact communications@accessola.com for a needs assessment, as well as assistance with training, branding and support. Allowances should be made to integrate social media management into the committee or council's Terms of Reference, and a qualified person should be designated as responsible for maintaining the account on a consistent and timely basis. Passwords for social media accounts must be provided to the communications department.

2. Posting and Responding on behalf of OLA

Posts should adhere to the following criteria:

- **Maintain transparency:** Promote honesty and integrity within communications through posting information that is truthful, nonpartisan and complete.
- **Display quality:** Content should be posted with no spelling errors, in a grammatically correct format, and sparing use of abbreviations.
- **Demonstrate respect** for different sentiments, values and lifestyles. Posts should be in accordance with the Canadian Charter of Rights and Freedoms. OLA will not condone public content that bullies, discriminates or harasses others. This includes:
 - Libelous: hateful, slanderous or otherwise harmful information on social media.
 - Harassment: commentary that consistently belittles or badgers another individual
 - Discrimination: content that shows hatred toward a specific sexual orientation, gender, race, religion, ethnicity or ability.
- **Attribution and ownership:** Ensure credit is given to other people's work appropriate to the type of media and where applicable. Seek permission where applicable and adhere to the copyright act.
- **Confidentiality and privacy:** Confidential or sensitive information about vendors, speakers, partners, members or other individuals should not be released or discussed on social media.

3. Using personal accounts to interact with OLA Social Media

A personal social media account can have an audience beyond its subscribers and could be shared with OLA stakeholders. Thus, privacy settings of personal social media accounts should be reviewed. Staff and volunteers should include a disclaimer in their profiles or their posts (where applicable), which indicates that the views expressed within their social media

content do not belong to the association. OLA staff are to refer to personnel policies and procedures for further direction.

4. Closing social media accounts

Social media accounts may be terminated if there is not enough traction on content, or if there is not enough content shared. Communications staff may assist in a needs assessment, which documents the account's followers, shares, and link clicks, and advise on any archival requirements.

References

- Association of Certified Fraud Examiners (ACFE) http://www.acfe.com/uploadedFiles/ACFE_Website/Content/documents/sample-documents/sample-social-media-policy.pdf
- Hubspot <http://blog.hubspot.com/blog/tabid/6307/bid/29441/5-Noteworthy-Examples-of-Corporate-Social-Media-Policies.aspx>
- Brock University [https://brocku.ca/marketing-communications/social-media/guidelines#Personal Privacy](https://brocku.ca/marketing-communications/social-media/guidelines#Personal_Privacy)