



Social Media

Vancouver Island Regional Library (VIRL) recognizes the importance of Social Media platforms in engaging with the public about VIRL programs and services. The purpose of this Policy is to ensure the use of Social Media does not negatively impact the reputation or public confidence in VIRL. It is also intended to ensure the use of Social Media is undertaken in a manner that protects the privacy and confidentiality of information related to VIRL, Personnel, Trustees, and patrons.

This Policy sets out expectations regarding the responsible use of Social Media in a manner consistent with the law and VIRL's policies, including the guidelines set out below.

Scope of this Policy

This Policy applies to all Personnel and some sections apply to VIRL Associated Individuals.

Guidelines for Social Media Use

VIRL Associated Individuals are generally expected to exercise good judgment and demonstrate professionalism in any use of Social Media connected to VIRL. Content posted by VIRL-Associated Individuals, that is (or may be) connected or related to VIRL or its operations, programs, Personnel, Trustees or patrons must:

- Not, expressly or implicitly, hold themselves as representing VIRL
- Be professional and avoid having a negative effect on public confidence in VIRL or VIRL's business interests, reputation, or relationships with its patrons, vendors, suppliers or Personnel
- Not discriminate, disparage, defame, harass, breach privacy obligations, or otherwise contradict VIRL policies. (Information communicated through Social Media is subject to the same expectations and legal obligations as information through conventional means [verbal or written])
- Not contain any confidential VIRL information, including information that comes to the knowledge of VIRL Associated Individuals through their position with VIRL concerning, without limitation, VIRL's business, plans, processes, strategies, finances, or operations that is not generally known, used, or available to the public
- Not contain Personal Information, including photographs and images, of any other member of Personnel, Trustees, patrons, or members of the public unless the VIRL Associated Individual responsible for such Content has first obtained the written approval of the affected individuals.

VIRL Online Social Media Accounts and Websites

Only Personnel authorized by the Director of Communications may use VIRL Social Media accounts or VIRL Social Media sites to post Content. Content posted must be in alignment with this Policy.

Messages posted to VIRL Social Media Sites must be:

- Consistent with the policies of VIRL.
- Accurate, up-to-date, and presented in a professional manner that enhances the overall image and reputation of VIRL.

Reporting and Questions

Violations, potential violations, or questions about this Policy should be reported to the Director of Communications or VIRL's Privacy Officer.

Definitions

"Personnel" refers to staff, independent contractors, volunteers and students working for or associated with VIRL or any of its programs (ie. including job experience, practicum, internship or co-op program).

"Trustee" refers to all members of the VIRL Board of Trustees.

"Contact Information" means information to enable an individual at a place of business to be contacted and includes the name, position name or title, business telephone number, business address, business email or business fax number of the individual.

"Content" means information including text, images, photographs, videos, links, and geographic markers uploaded, added to, or published on an online location.

"Social Media" for the purposes of this Policy, "Social Media" or "social networking" includes the use of any social networking and/or blogging sites including, but not limited to, Facebook, Instagram, Snapchat, WhatsApp, TikTok Skype, Teams, Twitter, Flickr, Tumblr, LinkedIn, YouTube, Reddit, WeChat, Pinterest, web forums, blogs, newsgroups, chat rooms or any other apps or online sites that permit users to create and/or share content.

"VIRL Associated Individuals" refers to current Personnel, Trustees and contractors.

"VIRL Social Media Account" means a Social Media user profile for VIRL through which a user may post Content to Social Media on behalf of VIRL.

"VIRL Social Media Sites" means Social Media approved by and operated by VIRL.

"VIRL Websites" means the official website of VIRL www.virl.bc.ca as well as any sub-domain of the official website.

"Personal Information" means recorded information about an identifiable individual other than Contact Information.

Adoption History

ADOPTED BY:	DATE:
VIRL Board of Trustees	September 2018
VIRL Board of Trustees	September 2023
DATE OF NEXT REVIEW: 2028	REVIEW CYCLE: 5 years

