

Policy No.: P18

Policy Title: Social Media Commenting

Date Originated:

Date Last Reviewed/Revised: April 2019

Point of Contact: Director, Engagement & Client Experience

POLICY STATEMENT

As part of the City of Pickering Public Library's efforts to engage and connect the community, we welcome feedback and comments on our social media sites. The Library encourages everyone to participate in online dialogue to comment, debate and even disagree. This policy serves to clarify rules and expectations in order to maintain a safe and respectful online environment.

POLICY PRINCIPLES

1. The City of Pickering Public Library (PPL) looks forward to interacting with you on our social media channels; however, we cannot commit to replying to every comment posted. We will attempt to engage in conversation whenever possible. We understand that social media is a 24/7 medium, but our moderation capabilities are not. Staff moderators are usually available during business hours.
2. We may not see every inappropriate comment right away, and we are trusting in the maturity of our community to ignore personal attacks and negative speech or respond politely.
3. The views of participants in PPL's social media do not necessarily represent the views of the City of Pickering Public Library. Library staff will monitor content and may participate or intervene as appropriate, subject to staff availability.
4. To protect your own privacy and the privacy of others, please do not include names, phone numbers, email addresses, or other identifying personal information in public

messages. If you need to provide personal information, please send us a private message, or use email or telephone.

5. All comments will be monitored and/or moderated by Library representatives. Please keep in mind that we will not tolerate comments that are offensive to an individual or organization, rude in tone, or abusive. We also reserve the right to edit or delete comment that meet any of the following conditions:
 - Contrary to the principles of the Canadian Charter of Rights and Freedoms;
 - Racist, hateful, sexist, homophobic, slanderous, insulting, or life-threatening messages;
 - Messages that contain name calling and/or personal attacks;
 - Serious, unproven, or inaccurate accusations against individuals or organizations;
 - Aggressive, coarse, violent, obscene, or pornographic comments;
 - Messages for advertising purposes;
 - Unintelligible or irrelevant messages;
 - Intentional trolling, troll baiting, or flaming; or,
 - Any other message that the moderators feel will not add to the normal flow of conversation/debate.
6. Repeated violations of this policy may cause the author to be blocked from the Library's social media channels.
7. In the case of ongoing investigations or legal proceedings, we will not be able to comment.

Alternate formats of this document are available upon request.
Please speak to Library staff for assistance.