

Meeting Date: March 13, 2018
From: Heather Watson
To: Douro Dummer Library Board of Directors
Subject: Report on Library Social Media Presence

Purpose: To ensure that the Douro Dummer Library is compliant with the Township Policy and to maintain consistent and strategic digital presence of the Library.

Background

On February 21, 2017 Council approved a new Social Networking Policy with the purpose to provide guidance and establish the acceptable usage and guidelines for posting and monitoring the Township of Douro Dummer's social networking sites while preserving the reputation of the Township. The Library was included in this policy. The Library participates in social media sites and a review was completed.

Not including the Friends of the Library group, the Douro Dummer Library has five social media accounts for the Library:

1. Twitter: <https://twitter.com/DDPLibrarian>
2. Facebook Official Page: <https://www.facebook.com/DouroDummerPublicLibrary>
3. Facebook Librarians "Profiles": <https://www.facebook.com/dourodummer.librarians>
4. Instagram: <https://www.instagram.com/ddpubliclibrary/>
5. YouTube: https://www.youtube.com/channel/UCmjeeesUMaMFTL_mq_Td34g

Policy Concerns - Township

Currently, according to Township Policy, social media accounts should be approved by the Township. As such, the Board should identify which accounts should be identified as official accounts and ensure Township permission. Although the majority of these profiles were created prior to the by-law and can be grandfathered in, the Instagram account was created six months after the policy was established.

Policy Concerns - Facebook

The Facebook Librarians "Profile" (#3) violates Facebook's policies because businesses and organizations are not permitted to have Profiles. Profiles in Facebook are for individuals. As a result if reported or discovered by Facebook, the profile will be shut down by Facebook in an instant. The 'friends' list and all of the content will be lost.

Aside from the obvious policy contraventions, this account dilutes the brand... people searching for the Library on facebook don't know which one to follow. People need to also 'request' to become a friend of this profile which creates transparency issues.

Marketing Branding Concerns

To look at each of these accounts there is no continuity in branding. They have varying logos or brand indicators (some use photos, some use logos) as well, information is inconsistent or simply false (#3 shows the location as "Toronto"). As well, in all cases they are set up as with "Librarian" as the profile name, with the exception for #2. This creates a sense that they are private/personal accounts and not speaking on behalf of the organization.

Staffing Concerns

a) Time Resources - In reviewing the five accounts, it appears that all five are being inconsistently maintained. All social media requires consistent posting and content creation. With ongoing concerns about staff resources, having five accounts could possibly put unnecessary pressure on staff to maintain. Although social media accounts are 'free', they are far from free when it comes to maintenance and staff resources to consistently provide engaging content.

b) Account Ownership - The three accounts with the name "Librarian" in the profile name could be considered accounts owned and operated by the "Librarian". As such, the Library may not be entitled to access these accounts should there be any turnover in staff. This means that the 'followers' that we have invested in building may be lost.

c) Account Ownership subject to MFIPPA - All municipal communications, including social media interactions, are subject to MFIPPA. As such, should any of the social media accounts be subject to an FOI, account ownership will be in question, thus creating possible challenges with the Township, Constituents and Board.

d) Account Access - There should be an updated record of how to access each of these social media accounts made available in a secure location

e) Unauthorized Staff Direction - It appears that staff took it upon themselves to initiate at least one (the Instagram Account) without seeking Board approval. The question remains whether or not there are other social media profiles that may have been established that have not been discovered via this review.

Recommendations

1. Immediately deactivate the Facebook Profile (#3) which contravenes Facebook's Terms of Service. This content should be exported to be compliant with MFIPPA.
2. Immediately deactivate the Instagram Profile (#4) which was activated in contravention of the Township Policy; take appropriate disciplinary action as noted in the Township Policy. This content should be exported to be compliant with MFIPPA.
3. Immediately obtain account access for the Facebook Page (#1) and Twitter Profile (#2).
4. Immediately change the Twitter account name to reflect the organization not the "Librarian"

5. Immediately request permission in writing to the CAO to grandfather these two social media in as 'official' accounts so that the Library is acting within the parameters of the Policy

6. Review the Facebook and Twitter accounts to ensure brand continuity and that there is a posting schedule and that the two are up to date and maintained. If we feel after this review that two social media accounts are insufficient, we may choose to deactivate one of them.

7. Deactivate the YouTube account and delete the single video that is posted as it is not reflective of the Library brand.