

Public Social Media Guidelines

<i>Topic</i>	Marketing and Communications
<i>Authority</i>	Assistant Director

Wood Buffalo Regional Library (WBRL) engages the public through various social media sites. WBRL social media is defined as any web application, site, or account created and maintained by WBRL which facilitates an environment for library employees, community members, and library patrons to engage and share opinions and information about library related subjects or community issues.

WBRL's social media is intended to create:

- A welcoming and safe online space where users will find useful and entertaining information.
- A venue for meaningful and engaging communications between community members, library patrons, and library employees.

WBRL recognizes and respects differences of opinion and viewpoint. The views of participants in WBRL's social media channels do not necessarily represent the views of WBRL.

Acceptable Use and Moderation

WBRL employees moderate posts and comments on our social media. WBRL reserves the right, within its sole discretion, not to post and to remove submissions or comments that violate these guidelines.

WBRL employees are usually available to moderate and respond to comments between 8am and 4pm Monday to Friday; we aim to review and respond to comments within two business days. We may not respond to every comment we receive. We expect our community to be respectful to one another, even when sharing differences in opinion.

While comments will not be edited by WBRL employees, a comment may be deleted if it doesn't meet any of the following conditions:

- Comments must be related to the posted topic for WBRL's social media page or post.
- Comments must not include personal information, including phone numbers, email addresses, etc. To protect your privacy and the privacy of others, please reach out to us via direct private message for any concerns including personal information.
- In alignment with WBRL's Patron Conduct Policy, threatening, abusive, discriminatory, or harassing language or conduct of any kind towards employees or other users is not allowed.
- Name calling or personal attacks of any kind or offensive comments that target or disparage any ethnic, racial, age, or religious group, gender, sexual orientation, or disability status are not allowed.
- Comments must not contain serious, unproven or inaccurate accusations against individuals or organizations.
- Comments from bots or where the sender is not the author are not allowed.

- WBRL's social pages are not open to comments promoting or opposing any person campaigning for election to a political office, or promotion or advertisement of a business or commercial transaction.

WBRL reserves the right to alter these comment guidelines as needed.

Repeated violations of these guidelines may cause the author to be blocked from WBRL's social media.