REVISED POLICY

PURPOSE

To ensure that the London Public Library's (Library) external Communications are engaging, professional, accessible and well-managed.

SCOPE

This policy refers to all forms of external Communications, in all mediums, by Library Board Members, Employees and Volunteers.

DEFINITIONS

Communications means the interaction between two or more people or groups, where information and other content is provided, sent or received. For the purposes of this policy, Communications referred to are external.

Communications Channel means a transmission medium, such as print or electronic media, through which information and other content is sent or received.

Communications Platform means a tool that supports back-and-forth communication such as conversations rather than just one-way or broadcast communication.

Employee means a person who is employed by the Library and includes all Employees, including page and casual staff.

Non-partisan is defined as not favoring or promoting any political party, platform or candidate.

Personal Information is defined as information that can be used to identify an individual.

Volunteer means a person who voluntarily extends their services to actively support the Library, and who does so without remuneration. While Library Board Members volunteer their time and do not receive remuneration, for the purposes of this policy, they will be referred to as Board Members, as they have roles and responsibilities that are different from those of other Volunteers.

POLICY STATEMENT

The Library values the role that Communications plays in:

- Engaging and consulting with the community and members of the public;
- Sharing information about the Library;
- Celebrating our value to the community; and,

- Providing transparency about how the Library operates.

The Library will:

- Communicate in a respectful and positive manner, reflecting its commitment to responsive public service;
- Support intellectual freedom as per the Library's *Intellectual Freedom Policy*;
- Protect privacy rights as per the Library's *Access to Information and Protection of Privacy Policy*;
- Ensure that communication materials represent the diverse nature of the community and are considered through an anti-racism/anti-oppression lens;
- Ensure that Communications comply with accessibility legislation and standards;
- Provide information in multiple formats using multiple Communications Channels and Communications Platforms so that a variety of a person's needs can be met;
- Communicate possible barriers to access and dangers, hazards or threats to public health and safety as needed;
- Ensure that the Library Board, Employees and Volunteers work together to achieve clear and effective Communications with the public; and,
- Manage Communications effectively, efficiently and in a financially responsible manner.

Communications Management

The CEO & Chief Librarian (CEO) and the Director, Communications and Development are accountable for Communications management. Communications requirements will be identified and met when planning, managing or reviewing policies, programs, services or initiatives.

- *Technological Innovation and New Media*
  The Director, Communications and Development, in consultation with the Director, Information Technology, will implement strategies to ensure that technology and new media advance the Library's ability to connect with the public in an efficient and effective manner.

- *Partnerships and Collaborative Arrangements*
  Communications requirements will be considered when planning, negotiating or implementing a partnership or other collaborative arrangement. Agreements governing collaborative arrangements will establish the Communications roles and responsibilities of the parties involved.

- *Environmental Stewardship*
  The Library will endeavor to be environmentally responsible in the management and delivery of Library Communications and the marketing of Library services and initiatives.

Corporate Identity

The Library will maintain a clear and consistent corporate identity to help the public recognize and understand Library policies and services.

Media Relations

The Library will operate and respond effectively in London's media environment. The Director, Communications and Development and CEO will proactively reach out to and inform the media about issues of importance to decisionmakers and the public. The Library will engage the media using all communication tools at its disposal.

Media enquiries will be answered promptly, whenever possible and prudently, to meet publication deadlines. The CEO and/or the Library Board Chair (or designate(s)) will be the spokesperson for media inquiries and/or when statements on behalf of the Library are required. These spokespersons may assign other representatives to speak on certain topics as appropriate.

Employees, Volunteers and Board Members will inform their Manager, the CEO, and/or the Director, Communications and Development immediately if they are contacted by the media and will not speak on behalf of the Library and/or the Library Board unless they have been asked to do so by the CEO or the Director, Communications and Development.

Communicating with the Public

Employees are encouraged to communicate openly and on a regular basis with members of the public about policies, programs, services and initiatives with which they are familiar and for which they have responsibility.

The Library's expectations for Communications with the public by Employees, Volunteers and Board Members are thus that Employees, Volunteers and Board Members will:

- Act in a manner of mutual respect and not engage in harassing or bullying behaviours;
- Act in an inclusive manner and not engage in discrimination based upon age, ancestry, citizenship, creed, colour, race, ethnic origin, place of origin, disability, family status, marital status, gender identity, gender expression, sex, sexual orientation, education or socioeconomical status;
- Provide relevant information that is useful and timely in accordance with Library services standards;
- Communicate in a positive manner, using respectful language;

- Protect and not disclose Personal Information and/or other protected or classified information;
- Respect the Non-partisanship and impartiality of the Library; and,
- Respect intellectual property, including copyright.

Email Communications and CASL Compliance

The Library collects, stores and manages email addresses for purposes related to Library operations, programs, fundraising, room bookings and rentals, and other Library services. Email addresses are collected and managed through various Library platforms and databases, depending on their use.

The Library is committed to protecting Personal Information and ensuring that email addresses are collected, stored, accessed, used and disclosed in accordance with Canada's *Anti-Spam Legislation* (CASL), the *Municipal Freedom of Information and Protection of Privacy Act* (MFIPPA), the Library's *Access to Information and Protection of Privacy Policy*, *Records Management Policy* and other applicable legislation and policies.

The Library will comply with CASL requirements when sending electronic messages (emails), including obtaining consent where required, providing appropriate sender identification and contact information, and offering a clear 'unsubscribe' mechanism. Email addresses will only be used for authorized purposes consistent with the purpose for which they were collected and the consent that was provided. The Library will take reasonable measures to protect email addresses from unauthorized access, use or disclosure, regardless of the platform in which they are stored.

Library Employees are responsible for adhering to applicable legislation, Library policies and established procedures when collecting, managing, and using email addresses for Library business.

Any person, including a Library patron, who uses Library equipment or the Library's connection to the Internet must carry out their activities in a manner that is compliant with CASL. See the *Library's Technology and Internet Use Policy* for further details.

Library-Owned Intellectual Content

All intellectual content created by Library and Employees, Volunteers and Board Members acting on behalf of the Library is owned by the Library and the Library is the copyright holder. This includes information about the Library and its services, programs and initiatives. It includes content in all formats and content posted on Library online and social media channels. Library content may be reproduced by others with appropriate acknowledgement and/or used in accordance with Canadian copyright law. Questions regarding use and acknowledgement of content will be handled by the office of the CEO.

Records Management

The Library is responsible for the custody and control of its intellectual content as "records" in accordance with the Library's *Records Management Policy*.

The Library will ensure that relevant content can be stored and retrieved and that the Library's records management requirements and procedures are followed.

Accessibility

The Library will communicate in accordance with the Library's *Accessibility for Users with Disabilities Policy* and *Accessibility Plan*.

Access to Information and Protection of Privacy

Access to and communication of information held by the Library is governed by legislation and the Library's *Access to Information and Protection of Privacy Policy*.

Inappropriate Content

In accordance with the Library's *Rules of Conduct*, and *Technology and Internet Use Policy*, inappropriate content, as determined by the Library, will not be communicated or shared using the Library's Communications Channels, Communications Platforms or equipment.

Non-Partisan Content

The Library strives to be Non-partisan in our services, spaces and Communications and must abide rules set forth in the Library's *Elections Policy*.

Communications Regarding Personnel Matters

Employees, Board Members, and Volunteers who receive Communications about other Library Employees, Board Members or Volunteers that would include that which meets the definition of Personal Information will refer the Communications to the CEO and/or Director, Human Resources.

Crisis and Emergency Communications

In the event of a crisis or emergency in which the Library is involved, the Library will communicate during and after the event using available means in a timely and appropriate manner based on the response priorities for the crisis/emergency situation as per the Library's *Business Continuity Policy and Plan*.

The Library CEO and/or the Library Board Chair and/or the Director, Communications and Development assumes the role of spokesperson for crisis or emergency Communications and the steward of the Library's reputation.

The Library will support the City of London and its boards and commissions and other levels of government in any crisis or emergency Communications, as required.

Risk Management

The Library's brand and reputation shall be protected and used to maximum effect. The Library does not accept any responsibility for any content that appears on its online and social media channels that was not created by the Library Board, Employees or Volunteers.

The Director, Communications and Development and the Director, Information Technology are responsible for ensuring that any unique risks to information, information technology assets and service delivery associated with the use of Communications Platforms, tools and services are assessed, documented and understood, and that risk management and business continuity protocols are in place.

Issues Specific to Social Media

Information shared on social media platforms by a Library Employee, Board Member or Volunteer, by virtue of their employment or relationship with the Library, may be perceived as a corporate position rather than a personal opinion and should be avoided.

Social media accounts that are created and used for Library business should be linked to a Library email address and should be used exclusively for professional purposes and not personal use.

Accountability

The CEO is responsible for ensuring this policy is adhered to by Employees, Board Members and Volunteers. The Director, Communications and Development is accountable to the CEO for managing Communications and adhering to policy directives and guidelines.

INQUIRIES

CEO & Chief Librarian
Director, Communications and Development