

Georgina Public Library

Library Board Meeting

Agenda

November 18, 2021 @ 7:00 p.m.

Zoom

1. Call to Order
2. First Nations Acknowledgement Statement

“We would like to begin today’s meeting by acknowledging that the Town of Georgina is located over lands originally used and occupied by the First Peoples of the Williams Treaties First Nations and other Indigenous Peoples and thank them for sharing this land. We would also like to acknowledge the Chippewas of Georgina Island First Nation as our close neighbour and friend, one with which we strive to build a cooperative and respectful relationship.”
3. Roll Call
4. Introduction of Addendum Items
5. Approval of the Agenda
6. Announcements
7. Declarations of Pecuniary Interest
8. Adoption of the Past Minutes – October 21, 2021 Board meeting minutes
9. Delegations/Speakers
 - a. None
10. Presentations
 - a. None
11. Consent Agenda
 - a. Branch Report
 - b. Work Plan Update
 - c. Financial Statement – October 2021
12. Verbal Communications

- a. CEO Update (V. Stevens)
 - b. Board Chair Update (M.C. Macaluso)
 - c. Friends of the Library Update (B. Sabatini)
- 13. Old Business
 - a. Fine-free pilot project
 - b. Strategic Planning Committee - add staff member?
- 14. New Business
 - a. Policy review: Social Media Policy (new!) – B. George
 - b. 2022 Board meeting schedule
 - c. Board holiday gathering
- 15. Other Business For Which No Notice Has Been Given
- 16. Closed Session - None
- 17. Next Meeting Date /Time

December 16, 2021 @ 7:00pm - Zoom
- 18. Adjournment

Georgina Public Library Board
Regular Board Meeting Minutes
October 21, 2021 @ 7:00 p.m.

Zoom

1. Call to Order

In the absence of the Board Chair, the meeting was called to order by the Board Vice-Chair at 7:00 p.m.

2. First Nations Acknowledgement Statement

"We would like to begin today's meeting by acknowledging that the Town of Georgina is located over lands originally used and occupied by the First Peoples of the Williams Treaties First Nations and other Indigenous Peoples and thank them for sharing this land. We would also like to acknowledge the Chippewa's of Georgina Island First Nation as our close neighbour and friend, one with which we strive to build a cooperative and respectful relationship."

3. Roll Call

The following Board Members were present:

Bobbi Sabatini, Vice Chair
Rita Beechey
Nancy Rodrigues
Leslie Johnstone
Councillor Dave Neeson
Naomi Davison

The following Board members were absent with notice:

Mary Catherine Macaluso
Shari Hawkins
Adrienne McDowell

The following staff members were in attendance:

Valerie Stevens, *Director of Library Services/CEO*
Serena Hamlyn, *Executive Assistant (Recording Secretary)*
Ruth Berry, *eServices Technician / CUPE 905.13 Representative*
Amy Knifton, *Manager, Library Collections*
Rob Wheeler, *Treasurer, Corporate Services, Town of Georgina*

4. Introduction of Addendum Items

5. Approval of the Agenda

Moved by Rita Beechey, Seconded by Nancy Rodrigues

RESOLUTION NO. GLB-2021-084

That the Georgina Public Library Board meeting Agenda of October 21, 2021 be approved as amended.

Carried.

6. Announcements - *None*

7. Declarations of Pecuniary Interest - *None*

8. Adoption of the Past Minutes— September 16, 2021 Board meeting minutes and September 30, 2021 Special Board meeting minutes

Moved by Nancy Rodrigues, Seconded by Dave Neeson

RESOLUTION NO. GLB-2021-085

That the minutes of the September 16, 2021 Board meeting be adopted as circulated.

Carried.

Moved by Nancy Rodrigues, Seconded by Leslie Johnstone

RESOLUTION NO. GLB-2021-086

That the minutes of the September 30, 2021 Special Board meeting be adopted as circulated.

Carried.

9. Delegations/Speakers - *None*

10. Presentations

- a. Collections/ Materials Selection/Intellectual Freedom/Diversity & Inclusion – A. Knifton, Manager, Library Collections

Amy Knifton, Georgina Public Library's Manager, Library Collections, discussed the process for selecting materials for Georgina Public Library.

11. Consent Agenda

- a. Branch & CYS Report
- b. Quarterly Statistics
- c. Work Plan Update
- d. Financial Statement – September 2021

Moved by Dave Neeson, Seconded by Leslie Johnstone

RESOLUTION NO. GLB-2021-087

That Item 11 - Consent Agenda be received as presented.

Carried.

12. Verbal Communications

- a. CEO Update (V. Stevens)

COMMUNITY CONNECTIONS

- CEO passed along the suggestion for updating the Land Acknowledgement to Mayor Quirk, who said she would get in touch with Chief Big Canoe. The existing Land Acknowledgement was developed in close collaboration with representatives from the Chippewas of Georgina Island.
- CYS staff will be offering a storytelling station at the Town's Family Fright Fiesta
- Becky George was a guest on Rogers TV in mid-October to promote our online Ancestry resource
- Ruth Berry presented to members of the Chamber of Commerce about library resources available to local businesses as a part of Small Business Week

SPACES

- Intend to extend hours at all branches in January, when staffing shuffle has settled down. Likely not full hours, but much closer.

PEOPLE & LEADERSHIP

- Currently interviewing for Manager, Library Customer Experience position
- Posted for Manager, Library Community Engagement position
- Significant staff movement in the wake of a staff retirement, temporary position fills, and upcoming leaves; interviewing is ongoing
- Three Library Students have been hired; two starting in Keswick in early November, one starting in Pefferlaw in early December
- All staff are in the process of completing 4 Seasons of Reconciliation Training; has also been offered to the Board
- CEO currently completing Term 2 of APLL training with “Intensive” session next week

COLLECTIONS & PROGRAMS

- For the inaugural Truth & Reconciliation Day on September 30, staff created informational displays in each branch, and GPL partnered with other York & Durham Region libraries on a video featuring First Nations authors
- Ongoing discussion around if libraries are required to check for proof of vaccination for standard library programs; regulations are unclear, Ministry hasn’t provided clarification, Public Health unit responses across the province are inconsistent

TECHNOLOGY

- Nothing to report.

MISCELLANEOUS

- Town of Georgina ended the declared state of emergency on October 4, 2021
- Town of Whitchurch-Stouffville sending a proclamation to Georgina Town Council for October 27 for endorsement to send to the MHSTCI, based upon the proclamation from Town of Newmarket sent last month

Submitted by: Valerie Stevens
Library Director/CEO

b. Friends of the Library Update (B. Sabatini)

- The Friends’ Book a Friend program is ready to launch. They are currently in the process of printing the posters and getting them out around the community
- The Friends have had a request from GPL to fund the Postcards for Peace initiative, which has been approved. The Friends will be covering the cost of postage.

Moved by Nancy Rodrigues, Seconded by Rita Beechey

RESOLUTION NO. GLB-2021-088

That items 12 a., and b., Verbal Communications be received as presented.

Carried.

13. Old Business

- a. Policy Review: Director/CEO Performance Evaluation Policy

Moved by Nancy Rodrigues, Seconded by Rita Beechey

RESOLUTION NO. GLB-2021-089

That the Director/CEO Performance Evaluation Policy be accepted as amended

Carried.

14. New Business

- a. 2000 Operating Budget (R. Wheeler)

Rob Wheeler, Treasurer, Town of Georgina, provided the details of the planned 2022 Operating budget to the Board members.

The Town of Georgina will be presenting the draft budget on October 27 and are looking at going in with a zero percent increase Operating budget request, due to a greater than expected surplus from federal and provincial funding, and running the vaccination clinic. Though a 0.5% increase in budget will be funded, it will come from a decrease in contribution to reserves, rather than a tax increase.

As the Library currently has a very healthy reserve at this time, the Treasurer asked that the Library Board endorse this approach and do the same with their 2022 budget.

Moved by Dave Neeson, Seconded by Leslie Johnstone

RESOLUTION NO. GLB-2021-090

That the verbal communications regarding the 2022 Operating budget be received and endorsed as presented

Carried.

b. Policy Review: Materials Selection Policy

Moved by Rita Beechey, Seconded by Leslie Johnstone

RESOLUTION NO. GLB-2021-091

That the Materials Selection Policy be accepted as amended, with the removal of the last bullet point in number 10

Carried.

c. Vaccination Policy verbal update

The CEO provided a document to the Board members showing the recommended changes that have been made to the Town of Georgina's vaccination policy

Moved by Leslie Johnstone, Seconded by Dave Neeson

RESOLUTION NO. GLB-2021-092

That the Georgina Public Library Board adopt the changes to the Town of Georgina's Vaccination against Covid-19 Health & Safety policy as presented and as amended from time to time

Carried.

Moved by Dave Neeson, Seconded by Leslie Johnston

RESOLUTION NO. GLB-2021-093

That the Library Director/CEO be authorized to consult with the Town of Georgina Human Resources Department with respect to the integration of a mandatory vaccination policy for Library Board members

Carried.

- d. Strategic Planning Committee update
 - i. Review schedule
 - ii. Discussion: Staff representative on Committee

The Board will revisit the discussion of having a staff representative on the Strategic Planning Committee at the next Board meeting.

15. Other Business For Which No Notice Has Been Given

16. Closed Session

Moved by Nancy Rodrigues, Seconded by Dave Neeson

RESOLUTION NO. GLB-2021-094

That the Georgina Public Library Board move into closed session at 8:28 pm

Carried.

- i. Personal matters about an identifiable individual, Section 16.1 (4) of the Public Libraries Act

-Library Director/CEO job description

Moved by Nancy Rodrigues, Seconded by Dave Neeson

RESOLUTION NO. GLB-2021-095

That the Georgina Public Library Board reconvene into open session at 9: 01pm

Carried.

Moved by Dave Neeson, Seconded by Leslie Johnstone

RESOLUTION NO. GLB-2021-096

That the Georgina Public Library Board accept the Library Director/CEO job description as amended

Carried.

17. Next Meeting Date /Time

November 18, 2021 @ 7:00 p.m. - Zoom

18. Adjournment

Moved by Nancy Rodrigues, Seconded by Rita Beechey

RESOLUTION NO. GLB-2020-097

That the Georgina Public Library Board meeting of October 21, 2021 adjourn at 9:02pm

Carried.

Board Vice Chair

Recording Secretary

JOINT BRANCH REPORT - OCTOBER 2021

Submitted by: Amy Knifton – Manager, Library Collections
Kristen Lemay - Manager, Library Community Engagement
Becky George - Manager, Library eServices

COMMUNITY CONNECTIONS

- Val, Kristen, and Jo Scott visited Waabgon Gamig First Nation School on Georgina Island on October 7 to congratulate the students on winning the Top School Trophy. GPL issued a news release the following week.
- In partnership with the Georgina Chamber of Commerce, Ruth Berry led a workshop for entrepreneurs and small business owners that showcased Library resources on October 20.
- CYS participated in Family Fright Fiesta on October 29 and October 30 by telling spooky stories at the main stage.

SPACES

- The elementary schools served by the Sutton Library Branch have been back to in-person classes starting in September. While we are not able to offer class-visits to the Library at this time due to pandemic restrictions and an abundance of caution, we are still ensuring the students have access to the Library's resources. Our Library Technician, Sherrey, has been able to take books and other resources to the school classes herself and students are able to check out books to their own library account. 12 classes were visited in October.

PEOPLE AND LEADERSHIP

- Lindsay Damecour retired at the end of October. October 8 was her last shift in the library with the remainder of the month as vacation.
- Jennifer Murray started her role as Adult Programming Assistant on October 9.
- Amy and Kristen completed the interview and hiring process for 3 new students. The two students at Keswick are scheduled to start the first week of November, and the student in Pefferlaw tentatively for the end of November.
- Amy has enrolled in and is working through an online course titled: Evaluating, Auditing, and Diversifying Your Collections (hosted by the Library Journal and School Library Journal - ALA accredited)

COLLECTION AND PROGRAMS

- Pefferlaw Branch Book Club met outside of the branch for an in-person book club meeting, while the Sutton Branch Book Club met on Zoom.
- No updates for the collection. Number of items received continues to be lower than in previous years --- and items from 2020 orders are still outstanding.

Dates	Program Name	Platform/format	Total views/ participants
Various dates	One-on-one technology help (eServices)	Email, chat, phone	34
October 5	Pefferlaw Book Club	In person	6
October 5	Sutton Book Club	Zoom	7
Previous uploads	All recorded videos, re-watched in October		66
		TOTAL	113

TECHNOLOGY

- Licenses for a number of our eResources were renewed through the Provincial purchasing consortium.
- Work continues to prepare for the migration of our public catalogue to the BiblioCommons platform. Database and design work occurred in October and staff training will begin in November, with a projected launch to the public on December 20, 2021.

2021 Work Plan – October Update

Board Governance Initiatives

Project Name	Project Lead	Start	Projected End	Status	Notes
Development Succession Planning	Board Chair	Q1-2021	Q2-2021		Deferred from 2019
Emergency Preparedness	Val Stevens/ Board Chair	Q4-2020	Q2-2021		Draft operational continuity plan prepared by Board sub-committee, adopted December 2020
Library Advocacy	Board	Q1	n/a	On going	<ul style="list-style-type: none"> • In support of the MURC Discovery Branch. Tender awarded at Town Council June 23, 2021. Intending to break ground fall 2021. • Councillor Neeson connected with FOPL Government Advocacy Working Group (Sept 2021).
2019 Annual Report	Val Stevens	Q3-2020	Q1-2021	Complete	Delivered March 2021
2020 Annual Report	Val Stevens	Q2	Q3	Complete	Delivered October 2021
Sutton Multi-Use Transfer and Operating Agreement	Val Stevens	Q1-2019	2021?	In Progress	Development of a legal agreement for the Sutton Multi-Use Building between the School Boards, Town and Library. Currently with School lawyers. Likely on hold due to pandemic.
Library & School Boards Agreement on Sutton Branch	Val Stevens	Q1-2019	2021?	In Progress	Transfer and Operating Agreement take precedent. Currently with Library/Town lawyer. Likely on hold due to pandemic.
MoU between Library Board & Town	Val Stevens	Q4-2020	Q4-2021	In Progress	Memorandum of Understanding between Library Board and Town. Most recent meeting with ToG on Nov 18, 2021; continued work on draft.
Board Evaluation	Board Chair	Q2	Q3	Complete	

Capital Initiatives

Project Name	Project Lead	Start	Projected End	Status	Notes
MURC Branch	Val Stevens	Q1	Q3-2023	In Progress	Ground breaking on Nov 10, 2021.
Mobile Hotspots	Manager, Library eServices	Q1	Q1	Complete	Delivered February 2021
Security Camera Installation	Town Facilities/ Manager, Library Cust. Exp.	Q1 2022	Q4 2022		Facilities dept. is very busy right now; planning has not yet begun. Deferred to 2022
Teen area-Keswick branch	Manager, Comm. Engagement	Q2-2021	Q3-2022	Deferred from 2020	Delayed due to pandemic
Pefferlaw children's area furniture	Manager, Comm. Engagement	Q4-2020	Q3	Complete	Deliveries received July 2021.
iPad for Programming	Manager, Library eServices	Q4-2020	Q1-2021	Complete	
Update self-check units	Manager, Library eServices	Q1-2020	Q1-2021	Complete	Installation of Monitors and Scanners completed March 2021.
Cell phones for managers	Val Stevens	Q1-2020	Q2-2021	Complete	Final phone arrived March 2021

Staffing Initiatives

Project Name	Project Lead	Start	Projected End	Status	Notes
Summer Reading Club Assistant-grants	Manager, Comm. Engagement	Q1	Q3	Complete	Successful for Canada Summer Jobs grant; will pay the bulk of wage for FT contract SRCA position (16 weeks)-we will top up from budgeted amount
Adult Programming support	Manager, Comm. Engagement	Q1	Q4-2021	Complete	Adult Programming Library Assistant started Oct. 2021

Operating Initiatives

Project Name	Project Lead	Start	Projected End	Status	Notes
Circulating Mobile Hotspots	Manager, Library eServices	Q1	Q1	Complete	Launched April 28, 2021

Georgina Public Library

Financial Statement - October 2021

Date: November 9, 2021

	2021 Actuals	2021 Approved Budget	Variance	Percentage To Date	Target to Date	Notes
Revenue						
Town Grant	2,108,366.67	2,530,040	421,673	83%	83%	Pro-rated
Provincial Grants	52,167	62,600	10,433	83%	83%	Pro-rated
Misc Grants	8,342	9,240	898	90%	83%	
School Board Revenue	48,750	58,500	9,750	83%	83%	Pro-rated
Donations	1,265	1,800	535	70%	83%	\$500 donated by Kathy Foch for SRC prizes
Fines	1,371	27,100	25,729	5%	83%	
Misc Fees	103	3,100	2,997	3%	83%	PRESTO Commissions, Exam Proctoring, etc
Photocopying Fees	450	8,500	8,050	5%	83%	
Program Registrations	-	4,200	4,200	0%	83%	
Book Sale	50	2,400	2,350	2%	83%	
Room Rentals	-	4,100	4,100	0%	83%	
Provision from Reserve	-	-	-	100%	83%	
Total Revenues	2,220,866	2,711,580	490,714	82%	83%	
Expenses						
Salaries & Benefits	1,344,099	1,895,850	551,751	71%	83%	
Library Board	3,120	4,800	1,680	65%	83%	
Library Operations	164,306	359,380	195,074	46%	83%	Utilities, cleaning, courier, supplies, etc.
Training	5,571	18,800	13,229	30%	83%	
Collections	153,512	228,520	75,008	67%	83%	
Telecommunications	17,573	30,040	12,467	58%	83%	
Covid-19 Expenses	6,719	-	(6,719)	N/A	N/A	No allotted budget
Misc	3,660	3,300	(360)	111%	83%	
Contribution to Reserve	142,408	170,890	28,482	83%	83%	Pro-rated
Total Expenses	1,840,969	2,711,580	870,611	68%	83%	
Net	379,897	-	(379,897)			

Georgina Public Library Board Policy Manual

Policy Title: Social Media

Intent

Georgina Public Library ("Library") uses social media to create, promote, and deliver services. The Library also strives to maintain a positive image in the community and provide a safe workplace for Library staff.

The purpose of the Social Media Policy is to ensure Library staff are communicating professionally and using good judgement when sharing information to further the Library's mission and vision, while protecting and promoting the image of the Library. This policy also outlines acceptable personal use of social media sites and the expectation that Library staff understand they act as representatives of the Library, even outside of their working hours.

This policy is to be followed by all full-time, part-time, and casual Library staff including all board members, sessional and seasonal staff, students, contractors and volunteers. The social media policy works in accordance with the Town of Georgina Respectful Workplace Policy and Procedures and the Georgina Public Library Staff Code of Conduct.

Definitions

"Social media" refers to all online media which allow user participation and interaction including (but not limited to):

- social networking sites, e.g. Facebook, LinkedIn, BiblioCommons
- video and photo sharing websites, e.g. YouTube, Instagram, TikTok, Twitch
- micro-blogging and activity stream sites, e.g. Twitter, Yammer, Pinterest, Goodreads
- blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr
- forums and discussion boards, e.g. Reddit, Slack, Discord
- online encyclopedias, e.g. Wikipedia
- reviews, e.g. Yelp, Google
- any other websites that allow individual users or companies to use simple publishing tools, e.g. wikis

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"Library staff" refers to all full-time, part-time, and casual persons hired by Georgina Public Library, including but not limited to the Library Director/Chief Executive Officer, department heads, salaried employees, union employees, contract, temporary, seasonal, sessional, student, intern, and co-operative placement staff.

"Management Team" refers to the Library Director/Chief Executive Officer and department heads.

"Library use" refers to approved activity on any social media platform that is owned, operated, and maintained by Georgina Public Library.

"Personal use" refers to the use of an individual's use of personal social accounts on any social media platform at any time.

"Social Media content contributors" refers to Library staff appointed by the Management Team and who are responsible for creating and approving content, posting to, and monitoring the Library's social media accounts on behalf of the Library.

Official Georgina Public Library Social Media Accounts

Facebook: GeorginaPL

Twitter: @georginalibrary

Pinterest: [pinterest.ca/georginalibrary](https://www.pinterest.ca/georginalibrary)

YouTube: [youtube.com/channel/UCIE7hNIGq0sexY80c2XutXQ](https://www.youtube.com/channel/UCIE7hNIGq0sexY80c2XutXQ)

Instagram: [instagram.com/georginalibrary](https://www.instagram.com/georginalibrary)

New Social Media Accounts

New social media accounts or pages may not be created for Library projects, events, or departments, unless the accounts have been approved by the Management Team.

Official Library accounts may be created for individual Library staff members to facilitate community engagement. These accounts would only be used for Library business.

Georgina Public Library Board Policy Manual

Administration of Library Social Media Accounts

Inappropriate Use

Inappropriate use of Library social media includes, but is not limited to:

- conducting private business
- using discriminatory, defamatory, abusive, or otherwise objectionable language in content
- accessing, downloading, or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore
- accessing, downloading, or transmitting information on the use and construction of weapons, explosives, and other tools of violence or terrorism
- accessing, downloading, or transmitting any material deemed to be illegal under Canadian law
- accessing, downloading, or transmitting hate speeches and overt racism; material extolling intimidation, discrimination, interference, restriction, or coercion exercised or practiced with respect to anyone by reason of: age; race; colour; religion; creed; sex; sexual orientation; gender identity; gender expression; pregnancy; physical disability; mental disability; illness or disease; ethnic, national, or aboriginal origin; family status; marital status; source of income; political belief, affiliation, or activity; physical appearance; residence; association with others similarly protected; or any other prohibition of the Human Rights Code.
- compromising the privacy of any person
- using services for personal political purposes
- disruption of the integrity of the Library's data or information services
- inflammatory comments, unprofessional remarks, or disparaging remarks made about the Library, Library staff, patrons, vendors or competitors, local politicians, or the Town of Georgina

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Third-party Content

- Social media content contributors may consider sharing or liking information on Library social media channels from and about other government agencies, community partners, or registered charitable organizations if they operate in or directly benefit Library patrons, but are not obligated to do so.
- The Library does not create content on behalf of external organizations, rather re-shares information, as appropriate.
- The Library is under no obligation to share information about events or activities at Library branches that are organized by external bodies, for charity or otherwise. Event promotion is the sole responsibility of the event organizer.
- A link between a Library social media site and any other site does not imply an endorsement or sponsorship by the Library.
- Images and comments posted by third parties do not necessarily represent/reflect the views of the Library.
- The Library recognizes there are outside groups that provide a platform for comment. If Library staff choose to participate in these groups, they must represent as themselves and NOT as a Library spokesperson. Library staff are encouraged to bring any questions or comments (e.g. a post regarding the Library on "Complaining in Georgina") to the attention of the eServices Department or a Manager to address through corporate channels, if deemed appropriate.
- The Library will make every effort to respond to concerns and questions directed to its social media accounts but, at its discretion, may request the discussion be redirected to either phone or email channels. The reason(s) for this request may include but are not limited to – privacy concerns (patron or Library staff), character limitations for messaging, and amount of information required to resolve an inquiry.

Guidelines of Acceptable Personal Use

- Library staff are encouraged to follow the Library's official social media channels and share, like, or follow Library posts.
- Library staff should consider how their comments would reflect on themselves and/or the Library before posting or responding

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on personal social media accounts. Library staff should not post negatively about work, co-workers, residents, the Library, and/or Library programs and services, or anything that could damage the Library's or the Library staff's reputation, including use of connotations or hashtags that could be misinterpreted.

- Library staff may not answer patron questions or comments using a personal account. Library staff are encouraged to bring any patron questions or comments on official Library accounts or personal accounts (e.g. direct messages, posts to personal pages) to the attention of the eServices Department or a Manager to address through corporate channels, if deemed appropriate.
- Library staff may not use the Library's logo any other Library-created images or iconography on their personal sites or pages.
- Library staff should be aware of changes in privacy and other conditions of use on social media channels they use and not rely on a site's security settings to guarantee privacy, as material posted in a relatively secure setting can still be copied and reproduced elsewhere. Further, comments posted on one site can also be used on other sites under the terms and conditions of many social media sites.
- All new Library staff are to be informed of the Library's Social Media Policy as part of the on-boarding process and are encouraged to review annually. Current Library staff are encouraged to be aware of the policy and review it on an annual basis.
- Library staff participating in private social media activity must uphold the Library's Values and Code of Conduct even when material is posted anonymously, or using an 'alias' or pseudonym. Library staff should bear in mind that even if they do not identify themselves online as a Library staff member, they could nonetheless be recognized as such, as social media sites are public forums.

Georgina Public Library Board Policy Manual

Breach of Policy

As a representative of the Library, employees are encouraged to use good judgement when posting information on their personal social media.

Any and all online comments or activities considered defaming, harassing, libelous, illegal or contrary to the Town or Library's corporate policies and practices may be subject to disciplinary action.

The Library will remove, or request the Library staff to remove, any material where there is a breach of the Library Values, Staff Code of Conduct, or this Social Media Policy.

Sources

Georgina Public Library Staff Code of Conduct

Georgina Public Library Values
(<https://www.georginalibrary.ca/en/about-us/Vision-and-Mission.aspx>)

Town of Georgina Corporate Social Media Policy

Town of Georgina Progressive Discipline Policy

National Library of Australia – Social Media Policy
<https://www.nla.gov.au/policy-and-planning/social-media>

ALA Social Media Guidelines for Public and Academic Libraries
<http://www.ala.org/advocacy/intfreedom/socialmediaguidelines>

Middlesex County I.T. Policy 8.01 (Use of Social Media)

POLICY HISTORY:	
Initial Draft	May 2021
Draft Presentation Review	November 2021
Board Presentation:	November 2021
Board Revision:	

TOWN OF GEORGINA – Communications Division
POLICY No. CAO-2019-SM01

Subject: Corporate Social Media Policy	Prepared By: Tanya Thompson Communications Manager
Approved on: Effective date: July 15, 2019	Page 1

Purpose:

The purpose of the Social Media Policy is to ensure professional communication standards of the municipality are upheld at all times including message delivery through informal channels such as social media. This policy will serve as a guide encouraging representatives of the Town, employees and elected officials to use good judgement when sharing information to further the corporate business of the Town while protecting and promoting the image of the municipality. This policy is to be followed by all full-time and part-time municipal staff including all Members of Council, committee and board members, sessional and seasonal staff, students, contractors and volunteers. The social media policy works in accordance with the Respectful Workplace Policy and Procedures (Policy No. 2), Employee Code of Conduct (Policy No. 29) and Council Code of Conduct.

Policy Statement:

The Town of Georgina recognizes social media is an important vehicle for residents, visitors and stakeholders to gain important information about the Town, its programs and services. The Town is committed to providing timely communications with a focus on transparency and customer service using a variety of channels, recognizing social media as a strategic tool to provide effective and engaging information. By using one voice for all official social media messages, the Town ensures corporate information is consistent and reliable.

Definitions:

“Corporate use” refers to approved activity on any social media platform that is owned, operated and maintained by The Town of Georgina’s Communications Division.

“Facebook” is a social media platform that allows users to create an account and personal profile, publish status updates and share links to web content, add other users as friends, subscribe to other users’ updates, upload photos and video content, exchange private, public or instant messages, and receive automatic notifications on specific types of user activity.

“Instagram” is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr and Flickr.

“Municipal staff” means all full-time and part-time persons hired by the municipality, including but not limited to the Chief Administrative Officer, department heads, salaried employees, union

Subject: Social Media Policy	Page: 2
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employees, contract, temporary, seasonal, sessional, student, intern and co-operative placement staff.

“Personal use” refers to the use of an individual’s use of personal social accounts on any social media platform at any time.

“Social Media” refers to web-based applications that allow users to interact, share and publish content such as text, links, photos and videos. Social media platforms include Facebook, Instagram, LinkedIn, Twitter and YouTube.

“Social Media content contributors” refers to Georgina staff appointed by the Communications Division and who are responsible for creating and approving content, posting to and monitoring the municipality’s social media accounts on behalf of the municipality.

“Twitter” is a social media network that allows users to create an account, publish brief messages called tweets, subscribe to or “follow” users’ feeds, and have other users subscribe to or “follow” their feeds.

Town of Georgina corporate social media accounts (Managed by the Communications Division):

Town of Georgina

Facebook: TownofGeorgina
Twitter: @georginatown
Instagram: townofgeorgina
LinkedIn: Town of Georgina
YouTube: GeorginaTown

ROC (Content managed by Recreation)

Facebook: TheGeorginaROC
Twitter: @georginaroc

Secondary accounts (not managed by the Communications Division)

Georgina Public Library

Facebook: GeorginaPL
Twitter: @georginalibrary
Pinterest: pinterest.ca/georginalibrary/

Georgina Pioneer Village

Facebook: georginapioneervillage
Twitter: @GeorginaHistory

Fire and Rescue Services

Twitter: @georginafire

Stephen Leacock Theatre

Facebook: stephenleacocktheatre

Animal Shelter and Adoption Centre

Facebook: Georgina Animal Shelter and Adoption Centre

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New social media accounts

New social media accounts or pages may not be created for Town projects, events or departments/divisions, unless a business case has been approved by the Office of the CAO.

Administration of corporate social media accounts:

- The Communications Division oversees all corporate social media accounts, maintaining the login and password information for each.
- When a social media content contributor leaves the Town, all passwords will be changed for those Town-owned social media sites to which they had access.
- The Communications Manager appoints all social media content contributor(s).
- Town accounts are monitored Monday to Friday from 8:30 a.m. to 4:30 p.m. If required to respond to an emergency, a social media content contributor will support messaging after-hours and on weekends.
- All corporate Town social media platforms display a disclaimer to govern appropriate and respectful conduct for all uses on the Town's corporate channels. (Appendix 1)
- Designated social media content contributors ensure consistency, professionalism and timely responses. They are responsible for monitoring and responding to comments, posts and messages posted on the Town's corporate social media channels, including wall posts, tweets, in-box messages and discussion comments, when appropriate.
- When needed, subject matter experts from various divisions and departments will work with the Communications Division to provide accurate, up-to-date information to inform timely (same day/next day) responses to online inquiries and commentary.
- Social media content contributors can remove or hide content if it is contrary to the disclaimer outlined in Appendix 1.
- The Town reserves the right to refuse or remove any information at any time, without notice. At all times, Town posts take precedence over partner/external material.
- The Town does not re-tweet or share posts from employees, Members of Council or residents.

Photography consent

- Before *any* photo of an individual is shared on social media, the social media content contributor responsible for the post should obtain written consent from the subject or guardian. This pertains to images where individuals are recognizable and/or identified by name and will be used for corporate purposes.
- Written consent grants permission for the Town to use the image on material, including but not limited to social media channels, the website and printed material at the Town's discretion and into perpetuity.
- Photo consent forms are available by contacting the Communications Division.

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Guidelines of acceptable personal use:

As a representative of the Town, employees and elected officials are encouraged to use good judgement when posting information on their personal social media.

- Employees and elected officials are encouraged to follow the Town's official social media channels and share, like or follow Town posts.
- Employees should consider how their comments will reflect on themselves and/or the Town before posting or responding on personal social media accounts. Employees should not post negatively about work, co-workers, residents, the Town and/or Town programs and services, or anything that could damage the Town's or the employee's reputation, including use of connotations or hashtags that could be misinterpreted.
- Employees may not use the Town's logo, crest or any other Town-created images or iconography on their personal sites or pages.
- Any and all comments or activities considered defaming, harassing, libelous, illegal or contrary to the Town's corporate policies and practices may be subject to disciplinary action.
- All new Town employees are to be informed of the Town's Social Media Policy and Procedures as part of the Human Resources on-boarding process and are encouraged to review annually. Current employees are encouraged to be aware of the policy and review it on an annual basis.

Third-party content

- Social media content contributors may consider sharing or liking information on our corporate social media channels from and about other government agencies, community partners or registered charitable organizations if they operate in or directly benefit residents of the Town, but are not obligated to do so.
- The Town does not create content on behalf of external organizations, rather re-shares information, as appropriate.
- The Town is under no obligation to share information about events or activities at Town properties that are organized by external bodies, for charity or otherwise. Event promotion is the sole responsibility of the event organizer.
- A link between a Town of Georgina social media site and any other site does **not** imply an endorsement or sponsorship by the Town.
- Images and comments posted by third parties do not necessarily represent/reflect the views of the Town.
- The Town recognizes there are outside groups that provide a platform for comment. If staff choose to participate in these groups, they must represent as themselves and NOT as a Town spokesperson. Staff are encouraged to bring any issues or questions to the attention of the Communications Division to address through corporate channels, if deemed appropriate.

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- The Town will make every effort to respond to concerns and questions directed to its social media accounts but, at its discretion, may request the discussion be redirected to either phone or email channels. The reason(s) for this request may include but are not limited to – privacy concerns (resident or employee), character limitations for messaging and amount of information required to resolve an inquiry.

Reference policies, guidelines and procedures

Council Code of Conduct

Employee Code of Conduct

Appendix 1

The following disclaimer is posted on the Town's social media accounts.

Town of Georgina Social Media Disclaimer

If you are looking for information on the Town of Georgina, visit the official website at **georgina.ca**. Check out the Town's other online profiles on Twitter, Facebook, Instagram and LinkedIn.

The Town of Georgina will work diligently to ensure the appropriateness and security of social media pages. However, the Town is not responsible for content posted by others. Social media content may be subject to access to information and/or privacy provisions of the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA). Comments and messages collected for the public record using social media will be treated like any other form of communication received by the Town.

This is an open forum that is intended to be family friendly. Inappropriate content will be removed based on the Town's discretion.

- Inappropriate content refers to any graphic, obscene, explicit or racial comment or submission, any comments that are abusive, hateful, rude, humiliating, off-topic, or intended to defame anyone of any organization and/or any comments that suggest or encourage illegal activity.
- The Town does not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, it does not permit defamation or defrauding of any financial, commercial, or non-governmental agency.
- The Town does not permit comments that suggest or encourage illegal activity.
- You participate at your own risk, taking personal responsibility for your comments, username, and any information provided.

TOWN OF GEORGINA – DEPARTMENT OR DIVISION NAME
POLICY No. CAO- 2019-SM01

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- The Town of Georgina office hours are Monday to Friday, 8:30 a.m. to 4:30 p.m. (Eastern Time). Users can expect a timely response to social media inquiries during office hours. This account is not monitored 24/7.



Georgina Public Library Board

2022 Meeting Schedule

Date	Time	Location
20 January 2022	7:00pm	Virtual/Keswick Branch P. Nicholls Board Room
17 February 2022	7:00pm	Virtual/Keswick Branch P. Nicholls Board Room
17 March 2022	7:00pm	Virtual/Keswick Branch P. Nicholls Board Room
21 April 2022	7:00pm	Virtual/Keswick Branch P. Nicholls Board Room
19 May 2022	7:00pm	Virtual/Keswick Branch P. Nicholls Board Room
16 June 2022	7:00pm	Virtual/Pefferlaw Branch Programming Room
21 July 2022	7:00pm	Virtual/Keswick Branch P. Nicholls Board Room
18 August 2022	7:00pm	Virtual/Keswick Branch P. Nicholls Board Room
15 September 2022	7:00pm	Virtual/Sutton Branch Programming Room
20 October 2022	7:00pm	Virtual/Keswick Branch P. Nicholls Board Room
17 November 2022	7:00pm	Virtual/Keswick Branch P. Nicholls Board Room
15 December 2022	7:00pm	Virtual/Keswick Branch P. Nicholls Board Room