

Policy Type: **Operational**

Policy Number: **O-2**

Policy Title: **Communications Policy**

Policy Approved: November 2021
Effective: January 2022 - December 2024

1. PURPOSE

1.1 The Windsor Public Library Board recognizes the fundamental importance of communication with the community, partners, volunteers and employees. The purpose of the Windsor Public Library Communications Policy is to ensure that Windsor Public Library communications are accurate, clear, effective, focused and respectful.

1.2 The Windsor Public Library Board values the role of communications to:

- (1) Engage and consult with the community;
- (2) Share information and “tell our story”;
- (3) Celebrate the value of public libraries to the community; and
- (4) Provide operational, administrative and Board transparency.

2. SCOPE

2.1 The Windsor Public Library Board within the meaning of the *Public Libraries Act, R.S.O.1990, C.P44 as amended 2019, CH14, Sched.12*, provides governance and management of public library services in Windsor, and is supported by the Windsor Public Library / City of Windsor Service Agreement (2015), as amended March 21, 2017.

2.2 The Windsor Public Library Board endorses the Canadian *Copyright Act*; the *Canadian Charter of Rights and Freedoms* which states that everyone has freedom of thought, belief, opinion and expression; the *Canadian Criminal Code*; *Ontario Human Rights Code*; *City of Windsor Policies*, and other legislation governing access to intellectual property and communication of information.

2.3 The Communications Policy provides a framework for the effective and timely delivery of communications and promotes the Windsor Public Library Mission, Vision, Values and Customer Service Pledge:

Windsor Public Library Values Statement - Integrity “Windsor Public Library values direct and honest communications and actions.”

Windsor Public Library Customer Service Pledge “Engaging in timely, direct and honest communications.”

2.4 This policy applies to employees, volunteers and agents.

2.5 The Windsor Public Library Board is responsible for library communications, including:

- a) External communications about or on behalf of Windsor Public Library;
- b) Internal communication about and on behalf of the Windsor Public Library;
- c) All forms and channels of communications.

3. POLICY

3.1 The Windsor Public Library Board Communication Policy will:

- a) Support the Windsor Public Library Mission, Vision and Values Statements, plus the Customer Service Pledge and Windsor Public Library Polices;
- b) Support intellectual freedom while protecting privacy rights;
- c) Provide accurate, clear, focused and respectful communication;
- d) Represent the diverse nature of the community;
- e) Reflect the value of accessibility and comply with accessibility legislation and standards;
- f) Provide information in different formats and communication channels;
- g) Work with community partners to communicate possible community news, threats or hazards to public health and safety.

3.2 Corporate Identity

- 3.2.1 Windsor Public Library Board will maintain a clear and consistent corporate identity and branding to help the community recognize and understand the library plus encourage the use of library resources, programs and services.
- 3.2.2 The Windsor Public Library Board is the sole controller of any brand initiations, logos, word marks or associated identifiers of the Windsor Public Library. Windsor Public Library Board authorization is required for any changes to the Windsor Public Library corporate identity.

3.3 Official Spokespersons

- 3.3.1 The Chair of the Windsor Public Library Board speaks on behalf of the Windsor Public Library with regard to legal issues, Board decisions and corporate information. The CEO or designate is the spokesperson with regard to Windsor Public Library operations, corporate information or other issues as directed.
- 3.3.2 Employees will communicate openly and on a regular basis with members of the public about resources, programs, services and initiatives.

3.4 Library-Owned Intellectual Content

- 3.4.1 All intellectual content created by the Windsor Public Library Board or employees on behalf of Windsor Public Library are owned by the Windsor Public Library and the Windsor Public Library Board 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 Windsor Public Library online and social media channels.
- 3.4.2 With authorization from the CEO or designate, Windsor Public Library content may be reproduced by other agencies or partners with appropriate acknowledgement.

3.5 Social Media

- 3.5.1 Social media includes any web application, account, or site used for online publishing, discussions, file sharing, and social networking. The Windsor Public Library Board supports the use of social media, while recognizing the need to protect the organization's image

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- 3.5.2 The Windsor Public Library's social media applications / profiles are the intellectual property of the library and not of the individual tasked with maintaining them.

- 3.5.3 Posting from external contributors to the Windsor Public Library's social media channels may be removed when the content of the posting is illegal, offensive or considered malicious or destructive rather than a constructive contribution to a conversation.