



**Manitoba Library Association**  
**Social Media Policy - passed February 8, 2022**

MLA will use social media platforms for purposes of:

- Sharing updates on MLA's and MLA Committees' activities.
- Sharing relevant news and updates pertaining to the library and information community in Manitoba.

MLA does not use social media in a manner that:

- Promotes, perpetuates, endorses, or encourages discrimination, harassment or threats.
- Creates a forum for intense debate on contentious topics.

MLA recognizes that healthy debate is necessary for a healthy association and healthy profession, and recognizes that some organizations may use social media to support dialogue and discussion. Our Association feels that most debate is not well supported in most social media environments, and will not engage in prompts for dialogue on in-depth or nuanced issues. Our Board members are readily available through other channels, such as email and videoconferences at mutually agreeable times, to discuss issues with members and association partners.

Comments, questions, and concerns voiced on social media that indicate follow-up is desired will be forwarded to the Communications Director, or appropriate Board delegate, who will take the following steps:

- If the question is directional in nature (e.g. *where can I register for this event?*) and may be useful information to convey as part of the Association activity update or other relevant news item, the Communications Director or delegated Communications Committee Member may take steps to respond on the social media platform.
- If the question or comment warrants further in-depth or nuanced discussion, and has been posted by an identifiable member of the Association, the Communications Committee and/or Director will work with the Membership Director to contact the member through email to follow up on the question or concern. If the Communications Director feels further support or Board discussion is needed, they will reach out to a member of the Executive.
- Comments, questions, concerns voiced on social media by non-members of the Association, or by pseudonymous users do not require response. MLA's formal contact channels are readily accessible from our website. The Board reserves the right to consider and respond to such communications on a case-by-case basis.

MLA's social media accounts are overseen by the Communications Committee.

Issues and concerns pertaining to MLA's social media accounts are forwarded to the Communications Director and/or to the Board.

The Communications Director and the Executive reserve the right to direct the Communications Committee to:

- Remove content from social media accounts that is found to be false.
- Remove content from social media accounts that is found to promote, perpetuate, endorse or encourage discrimination or harassment, or information that is threatening to any individual or group.
- Block social media users from our accounts if those users are found to promote, perpetuate, endorse or encourage discrimination or harassment, or threaten any individual or group, or pose any kind of cybersecurity risk.
- Disable social media accounts in the event of, or in response to, any cybersecurity risk.

The Communications Director will report any such events to the Board.

The Communications Director will maintain a record of any social media content that is removed from our social media accounts, including screenshots, dates, and rationale for deletion. The MLA Board reserves the right to provide such content to authorities if deemed necessary.