

COMMUNICATIONS POLICY

Adopted by C.A. Friday Memorial Library Board of Trustees: November 7, 2022

Revised:

Supersedes: Public Relations Policy

Purpose

The Friday Memorial Library seeks to be a dynamic and friendly hub for the community. We are a gathering place for people in the New Richmond area to learn, explore and connect. We offer books, movies and music, as well as exciting programs for all ages.

We envision a community that is engaged and active, seeking to work together to realize our shared goals and dreams.

The Friday Memorial Library has developed this Communications Policy as a way to ensure the public receives consistent and accurate information regarding Library policies, procedures, programs, resources, and services in an effort to ensure that the best possible image of the Library is presented to the public. Additionally, this Policy addresses expectations of staff in the use of any social media, whether personal or through the Library site.

Goals

The goals of the Friday Memorial Library Communications Policy are:

1. To promote community awareness of Library programs, resources, and services.
2. To stimulate public interest in and usage of the Library.
3. To increase public understanding, awareness, and support of the Library and its role within the community.
4. To provide Library staff with clear direction as to how they may communicate regarding the Library.

Media Release

Library programs, events, and classes are regularly photographed or recorded for library promotional purposes. By participating in these events, you are giving consent that the Library can use these images for publication or distribution.

If you wish to revoke consent for your image to be used, it is your responsibility to communicate that request with Library staff at the event.

Photography and Filming

Although the Library is a public place, it is considered a “limited public forum” under federal law. Public libraries may reasonably restrict the exercise of free speech rights in their buildings, particularly when the conduct would be disruptive to, interfere with patrons or staff, or be inconsistent with the Library’s mission. Additionally, there are areas of the Library, such as offices, workrooms, and personal spaces that are marked as “private” and the Library may limit access to these areas.

Photography, video, or audio recording by visitors to the Library are generally permitted if it is strictly for personal use and follows our Rules of Patron Behavior Policy.

Members of the media are expected to inform library administration before any filming in the building. Individuals using personal phones, cameras, or media devices must respect the privacy of groups and individuals using the Library.

Social Media

Only employees designated and authorized by the Library Director may post, delete, edit or otherwise modify content on library sponsored social media. Any such employee with authorization to add or modify social media content is required to follow these general guidelines:

- Make sure all social media postings are accurate, without grammatical errors or factual misrepresentations.
- Find ways to engage patrons, including the use of adding content that supports the Library’s mission.
- Make sure all postings provide a positive reflection of the Library; all posts should be constructive and beneficial.

Rights of the Library

The Library’s social media sites serve as “limited public forums.” This designation allows the Library to moderate content without limiting free speech. The Library is not responsible for enforcing restrictions which a parent or guardian may place on a minor’s use of this resource.

The library respects diverse viewpoints and encourages thoughtful discussion but does not expressly or impliedly endorse or approve of the content in users’ posts on library social media. The Library reserves the right to monitor content before it is posted and remove any messages it deems abusive, defamatory, in violation of copyright, or

otherwise inappropriate for the service. The Library is not responsible for the content on the pages of friends, fans, or followers of the library. The library does not endorse or review content of third-party sites.

In cases where a Library staff person creates a social media staff account, the Library will retain ownership of that account and may delete content or the account at any time.

User Responsibility and Use Restrictions

Social media sites have their own terms of service, privacy, acceptable behavior, and stated consequences for violating those terms of service. These rules, federal and state laws, and the following guidelines established by the Library, must be followed.

In general, users of Library social media are expected to interact with the library and each other in a civil, respectful, and constructive manner. Users shall not post or share any of the following on social media:

- Comments containing hateful, vulgar, obscene, racist, or libelous language.
- Attacks on any ethnic, racial, economic, political or religious groups.
- Personal attacks, insults, or threatening language.
- Endorsements of specific brand name products or services for advertising or marketing purposes, including political endorsements or advertisements.
- Any comments, tags, and/or images that violate the law, the rights of any third party, or library policies
- Copyright violations.
- Plagiarized material.
- Comments totally unrelated to the content of the post or forum.
- Duplicated posts from the same individual.
- Spam.

By commenting and posting on any Library hosted social media site, users agree to comply with this Policy. All content posted to sites maintained by the Library is subject to the Rules of Patron Behavior Policy. Individuals who violate the Library's Policy may be banned from social media sites and/or facilities and authorities may be contacted.

Privacy

There is no expectation of privacy in postings on Library sponsored social media sites. By using these sites, users consent to the Library's right to access, monitor and read any postings on the sites. Users of all ages have a responsibility to protect their privacy and should not post personally identifying information such as: last name, school, age, phone

number or address. By posting on the Library's social media sites, users give the Library permission to use a user's name, profile picture and the content of any posting made without compensation or liability on the part of the Library.

Marketing Guidelines

It is important that communication refer to the Library in a consistent manner. The official name of the library is *Carleton A. Friday Memorial Library*. The most preferable way to refer to the library is *Friday Memorial Library* although it is acceptable to use the full official name as well.

In order to provide the most current and consistent information about the library, all contact with news media will be carried out through the Assistant Librarian in charge of communications, Director, or Board President, although at times individuals occupying such positions may refer the media to specific staff members. The Library Board President is the spokesperson for the Library Board of Trustees. All inquiries from reporters or other media persons should be reported immediately to the Library Director.

References, Addendums, and Additional Information

Friday Memorial Library will not limit the media or formats used to communicate with the public. The most appropriate media shall be chosen for each purpose or event. The main channels of communication will be the Library website, social media sites, and newsletters, although the Library will use a variety of other avenues for marketing and publicity. All content posted to the Library website, its social media, or in print will fall under this Policy and is subject to review and approval by the appropriate Library staff.

Material prepared by Library staff shall be reviewed for appropriateness, accuracy, completeness, and design by the Assistant Librarian in charge of communications, the Library Director, or the Assistant Library Director before being released to the public or media. This includes printed materials as well as the Library's web presence, including the official website and any social media accounts.