

Argyle Free Library

Public Relations and Social Media Policy

POLICY STATEMENT

The public relations goals of the Argyle Free Library are:

- To promote community awareness and active participation in Library services and programs
- To develop public understanding and support of the Library and its role in the community
- To govern who will make official statements to the media, government agencies, or general public

PUBLIC RELATIONS

The Board of Trustees urges its members and every staff member and volunteer to realize that she or he represents the Library in every public contact. Good service to the community supports good public relations.

The Board will maintain a budget to cover costs related to printing, publication, postage, and supplies in order to promote effective outreach to the community.

All public relations materials must be reviewed and approved by the Library Director or the Board President.

The Library Director and Board President are the only people authorized to make official statements regarding Argyle Free Library policies or actions. When a staff member or board member receives an inquiry from the media, government agency, or general public, the following information shall be collected:

- Nature of the inquiry
- Person, organization or agency requesting the information
- Time sensitivity of the inquiry
- Return contact number or e-mail address

This information shall be forwarded to the Library Director or Board President who will reply in a timely manner. The Library Director or Board President may contact library staff or board members for their input or clarification of issues.

SOCIAL MEDIA

Social media is defined as any web-based tool such as blog, online forum, content-sharing website, or other digital channel established for online interaction and connection. The Argyle Free Library maintains a presence on several social media services. The Library reserves the

Argyle Free Library Public Relations and Social Media Policy

right to moderate the public's use and access to the Library's pages on these platforms. Although comments and posts are welcome on many of the Library's social media sites, the Library does not intend to create an open forum through its social media presence, and postings containing any of the following will be removed:

- Obscene comments or hate speech
- Personal attacks, harassment, or threatening language
- Potentially libelous statements
- Plagiarized or copyrighted material
- Commercial messages or spam
- Comments pertaining to organized political/partisan activities
- Material that is deemed to be off-topic or inappropriate
- Postings made through a falsification of identity
- Hyperlinks to material not directly related to the discussion
- Any illegal activity
- Solicitation for donations, memberships, or services requiring a fee for any non-Library purpose
- Photos or other multimedia files that may fall into any of the above categories

Library staff will monitor the Library's social media pages and remove postings which violate this policy. Violators of this policy may have their user profiles blocked.

PHOTOGRAPH AND VIDEO USE

Programs, events, and classes at the Argyle Free Library may be photographed or videotaped for Library promotional purposes. Notify Library staff if you prefer not to be photographed. Prior permission from Library staff is needed before any private individual may take photographs or videos in the Library or at Library programs and events.

EMERGENCY SITUATIONS

In the event of an emergency situation, official statements to the public and media will be made by the Library Director or Board President. In the event that the Library has to close due to an emergency situation or inclement weather, the Library Director or Board President will contact the media.