



## **PUBLIC RELATIONS**

### **PURPOSE**

To ensure that the public receives consistent and accurate information about library policies, procedures, programs and services, and to ensure that the best possible image of the library is presented to the public, the following public relations policy has been developed.

### **MEDIA CONTACT**

- Contacts with the media will be arranged by the library director. Children's programming and services will be arranged by the children's librarian after consultation with the director.
- Upon completion, a copy of programming and services releases will be filed with director and may not be released to the media until approved by the director.
- Contacts made by the media with the library will be directed to the library director or to his/her designee.
- Letters to the editor designed to speak for the library in an official capacity will not be submitted by library staff without prior approval of the library director.

### **SPEAKING ENGAGEMENTS**

Speaking engagements made by library staff on behalf of the library will be coordinated through the library director.

### **LIBRARY MATERIALS & PROMOTIONAL INFORMATION**

Library Materials and Promotional and informational materials [e.g., handouts, brochures, and electronic social networking utilities] designed to be disseminated to the public will meet standards of quality established by the library and follow standard guidelines for use of copyright law dealing with art, designs and other materials. The library director will be responsible to see that such materials produced by or for respective departments (children's services, bookmobile, web-page design, etc.) meet library standards of quality. All promotional and informational materials must be filed with the library director and must be approved before released.

### **SOCIAL MEDIA**

Wadsworth Library uses social media sites as a way to reach out to its users and community. Social media allow the Library to meet users where they are, and give staff



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and public a convenient way to interact and share information, ideas, and opinions on a range of topics related to the Library's mission, collections and services.

Wadsworth Library welcomes comments on our social networking sites. The Library does not discriminate against any views. Nevertheless, the Library may monitor any user-generated content as it chooses and reserves the right to remove content for any reason whatever, without consent.

In addition, Wadsworth Library reserves the right to edit or modify any postings or comments for space or content, while retaining the intent of the original post.

Wadsworth Library assumes no liability regarding any event or interaction that takes place by any participant in any Library-sponsored social networking service, and does not endorse or review content outside the "pages" created by Wadsworth Library staff. Participation in our library social networking services implies agreement with all Library policies as well as the Terms of Service of each individual third-party social network service. If a user does not agree to these terms, they should not use the services provided.

## Photography

Press, Publicity, and Personal Photography: Photographing or filming for Library promotion by the media, student projects, or for personal use by patrons is generally permitted, as long as such does not unduly interfere with the use of the Library. In order to protect the rights of individual Library patrons and to reduce distractions, under no circumstances may the public, members of the media, or Library staff take photographs or film without the express permission of any Library patrons who would be prominently included within the composition.

In all cases, persons seeking to take pictures inside the Library must receive permission from the Library Director who may specify when photography or a film project will take place in order to minimize disruption. The Library reserves the right to refuse any request based on the nature of the photography or film project and whether it is consistent with the mission of the Library.

## Emergency Situations

- In an emergency situation, official statements to the public and media will be made by the library board president, the library director or one of their designees.
- If it is necessary for the library staff to provide the public with information, library administration (the director and board members) will inform staff what is to be said.

## Responsibility for Upholding DIRECTOR

*Adopted by Board of Trustees on May 10, 2018*