

## Public Relations & Social Media Policy

*Approved July 11, 2011*

*Revised and Approved July 9, 2018*

The public relations goals of the Kinderhook Memorial 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

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 supports good public relations.

The Board will establish and 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.

### **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 Kinderhook Memorial Library maintains a presence on several social media services. The Library reserves the 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 Kinderhook Memorial 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, Board President, or designee placed in charge of the Library. If it is necessary for the Library staff to provide the public with information, the Library administration will inform the staff what is to be said. In the event that the Library has to close due to an emergency situation or inclement weather, the Library director or designee will contact the media.