

PUBLIC RELATIONS & PROMOTION OF LIBRARY SERVICES

The Library Director, Staff members and Board of Trustees recognize the necessity of promoting good public relations in all public undertakings. This policy identifies opportunities for developing positive relations with the community and promoting Library programs and services.

All public relations and promotion activities will be approved by the Library Director or designee(s).

I. LIBRARY NEWSLETTER & FLYERS

The Library will publish a newsletter at least quarterly. The newsletter will be delivered to all residences within the Library District and will be made available at the Library. Copies of the newsletter may also be made available at various sites throughout the community.

The Library will also send an electronic newsletter at least monthly to individuals who have subscribed.

Promotional flyers for special programs will be sent to local organizations and businesses.

II. TRADITIONAL & ONLINE MEDIA

The Library will send press releases to traditional media outlets including but not limited to newspapers, radio stations and television stations. Press releases may focus on regular or special programming, Library services, Board news, general Library information, etc.

As time permits, Library staff will post event information to online calendars such as TribLocal, DuPage Convention & Visitor's Bureau, Oaklee's Guide and ChicagoParent.

As the budget allows, the Library may purchase display advertising to promote special programs or services.

III. SOCIAL MEDIA

Library-sponsored social media is used to: convey information about Library programs and services, raise awareness about Library and community issues, obtain patron feedback, exchange ideas or insights about library trends, reach out to potential new patrons and supporters and respond to breaking news or publicity. Social media may include blogs, instant messaging, texting, book reviews, social networking and media-sharing sites such as Facebook, Twitter, LinkedIn, Goodreads, Pinterest, YouTube, Flickr, Instagram and Tumblr.

All such Library-sponsored social media is subject to the following rules and guidelines:

1. The Library Director has final approval for the creation of all Library-sponsored social media sites.
2. Any employee may prepare content for Library-sponsored social media.
3. Only employees designated and authorized by the Library Director can post, delete, edit or otherwise modify content on Library-sponsored social media.
4. Employees must abide by copyright laws.
5. Employees who want to post comments in response to content must identify themselves as employees.

All Library-sponsored social media is maintained and monitored by Library staff. Comments and opinions are welcome. Any postings deemed inappropriate will be removed. Inappropriate comments such as:

1. Obscene or racist content;
2. Personal attacks, insults, or threatening language;
3. Potentially libelous statements;
4. Plagiarized material, material in violation of copyrights, trademark rights, or other intellectual property rights;
5. Comments or hyperlinks not directly related to the discussion;
6. Commercial promotion, advertisement, or spam;
7. Organized political activity;
8. Private or personal information, including name, age, phone number, address, etc.; or
9. Photos or images which fall into any of the above categories.

By posting content, a user agrees to hold harmless and indemnify the Library and its officers and employees from and against all liabilities, judgments, damages and costs (including attorney's fees) which result from or relate in any way to the user's postings, opinions or comments.

The Library reserves the right to monitor all content before content is posted on any of its social media and to modify or remove any messages or postings deemed to be abusive, defamatory, contrary to this Policy or otherwise inappropriate. The Library's reservation

of rights includes, without limitation, the right to edit or modify any postings or comments for space or content. The Library is not responsible or liable for content posted by any subscriber in any forum, message board or other area within its social media.

IV. OUTREACH

Library employees may engage in further public relations through speaking to local groups, participating in local organizations, visiting classrooms and conducting tours and informational sessions at the Library.

V. COOPERATIVE UNDERTAKINGS

The Library Board and Staff will seek to cooperate with any library, or other agency, in services, programs or undertakings of mutual benefit to all parties concerned.

Proper legal safeguards and contracts will be required where appropriate, and all such cooperative undertakings will be subject to periodic review.

VI. VOLUNTEER PROGRAM

Occasionally, the Library may have a special program or project that can benefit from the assistance of volunteers. When such opportunities arise, the need for volunteers may be announced in the Library, by personal invitation from staff or through any of the public relations channels outlined in this policy.

Volunteers may be required to have a specific skill set or participate in training. Volunteers who assist with children's programming must be under the direct supervision of a Library employee at all times.