

Myers Memorial Library Communications Policy

Photographs, video, media relations, and social media are all tools that help communicate the mission of the Myers Memorial Library. The Communications Policy supports organizational strategies to raise awareness of services and communicate an inspiring vision and the library's story of impact.

The purpose of this policy is to establish standards for and responsibilities regarding the means by which we communicate about Myers Memorial Library in a consistent and compelling voice. These standards ensure that Myers Memorial Library is using media tools and methods that are compliant with existing policies and legal requirements.

Media Release

Programs, events, and classes are regularly photographed or videotaped for library promotional purposes. By participating in these events, you are giving consent that the Library can use/publish group photos for publication and/or distribution. In order to protect patrons' privacy, Myers Memorial Library may require the receipt of a patron-signed media release form before an individual's identifiable image is used in Library publications, social media, and web sites.

Media Relations

With the intention of providing effective, responsive, and consistent communications to our community through news outlets, primary spokespersons for Myers Memorial Library are the Library Director and/or President of the Library Board of Trustees.

Social Media

Myers Memorial Library strives to use social media in advancing its organizational mission and goals. All official Myers Memorial Library presences on social media sites or services are considered an extension of the organization's information networks and are governed by the organization's policies including e-mail, Internet usage, and computer policies; this policy applies to all types of online public communications.

* Official use by Myers Memorial Library of social media services is ultimately the responsibility of the Library Director. Only authorized agents are permitted to conduct official Myers Memorial Library business using social media sites and tools.

- * Library staff is responsible for complying with all applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, fair use, records retention, Freedom of Information Act (FOIA), First Amendment, Health Insurance Portability and Accountability Act (HIPAA), privacy laws and information security policies established by Myers Memorial Library.
- * Myers Memorial Library reserves the right to withdraw certain posts and/or remove inappropriate comments that are not consistent with Myers Memorial Library policies.
- * Myers Memorial Library will monitor all social media content and evaluate the effectiveness of the organization's social media presence to ensure adherence to the Communications Policy for appropriate use, messaging and branding consistent with realizing the mission and vision of the Myers Memorial Library.
- * Social Media and Internet postings should not disclose any information that is confidential or proprietary to Myers Memorial Library or to any third party that has disclosed information to the organization.
- * Myers Memorial Library Social Media and Internet postings should include Myers Memorial Library logos or images.
- * Library staff communicating with the public and/or posting content in any Myers Memorial Library sanctioned social media presence will be clearly identifiable as a Myers Memorial Library employee and abide by the same employee code of conduct applied to normal business operations.
- * Staff members using social media are responsible for regularly reviewing and consistently following the Myers Memorial Library Communications Policy.
- * Myers Memorial Library employees posting library and/or public sector industry related content on personal social media account(s) should neither claim nor imply that they are speaking on the organization's behalf. In such instances that an employee is identifiable as a library staff member on their personal social media accounts, the staff member's comments should include a disclaimer: *"The views expressed are mine alone and do not necessarily reflect the views of Myers Memorial Library"*.
- * For more info: <http://www.ala.org/advocacy/intfreedom/socialmediaguidelines>