



VESTAL PUBLIC LIBRARY

MEDIA & PUBLIC COMMUNICATION POLICY

PATRON FACING MEDIA & PUBLIC COMMUNICATION POLICY

The Vestal Public Library engages with its community regarding matters related to library resources, services, and programming. VPL's social media presence serves as a forum for the discussion of many issues related to its collections, programs, and spaces. The Library encourages participation on all of its public & social media platforms, however, all users must keep their postings and comments appropriate for all audiences.

The Library reserves the right to remove any messages, postings, or content that is deemed inappropriate, including but not limited to:

- Obscene content [messages or images];
- Hate speech, personal attacks, insults, or threatening language;
- Private or personal information [including phone numbers and addresses or requests for personal information];
- Potentially libelous statements or content;
- Plagiarized or copyrighted material;
- Solicitations [financial, commercial, political or religious content unrelated to the library and/or its social media postings]

The intent of the Library's Media & Public Communication Policy is to function as a living document that evolves with changes in technology and society and is subject to frequent changes and revisions.

The Library reserves the right to ban or block users that violate any portion of this policy. The Library is not responsible for the content posted by others on its social media platforms. User content is the opinion of the specific author and does not necessarily reflect the opinions of the library.

MANAGEMENT & OVERSIGHT

As the official spokesperson for the Vestal Public Library, the Library Director and under supervision, the Marketing & Outreach Coordinator, are responsible for all VPL related communications, media presence, outreach, marketing and publicity including, but not limited to:

- Press releases
- Social media
- Website
- All official communications (such as emails, memos, newsletters, and public statements).

In the event of a public relations crisis, the Library Director will confer with the Board of Trustees on how to proceed and best address the issue.



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LIBRARY DIRECTOR RESPONSIBILITIES:

- Designating who is responsible for all posted/shared content ensuring accuracy, corrections, and the approval process.
- Defining all relevant laws and regulations that govern the posting and distribution of information such as copyright, fair use, financial disclosure, and defamation laws.
- Designating who moderates, posts, and comments on all official VPL communication platforms or public platforms.
- Defining circumstances and criteria for when VPL staff may remove posts or comments.
- Designating who is responsible for recording and analyzing metrics and whose job it is to determine and adjust strategies and tactics based on the collected data and analytics.
- Defining who generates and keeps track of passwords and where they will be saved.
- Granting employee access to official VPL email, VPL Cloud Services, VPLsocial media, and other related accounts.
- Specifying procedures for securing the library's social media, email, and website account when an employee leaves the organization.
- Establishing procedures and expectations for when an employee may post information to the library's accounts during off hours (such as emergency closures etc...)
- Ensuring Brand Identity across all media channels.

VPL STAFF

- All official communications for the Vestal Public Library will be disseminated through the Library's official:
 - Website
 - Social Media accounts
 - Communications: Email, Memos, and Newsletter
 - Marketing & Outreach Coordinator's Office
- Unless directed by the Library Director or a majority vote of the VPL Board of Trustees, no Staff Member may function as an official spokesperson for the library including but not limited to:
 - Personal Social Media accounts
 - Press Statements
- VPL Staff members are expected to use good judgment when communicating about the library with the public and on official and personal social media accounts. Staff members must be clear that their opinions are their own and that they do not speak for the library in any official capacity, unless otherwise directed by the library director or by a majority vote of the VPL Board of Trustees.



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- Staff Members must not disclose confidential information including but not limited to personnel, proprietary, private, and/or patron information.
- The Media & Public Communication Policy prohibits the publication of plagiarized material, obscene, discriminatory, or inappropriate content.
- Library staff protects patrons privacy and is prohibited from posting or sharing patron information.

Violation of any of the aforementioned rules may result in disciplinary action, including but not limited to dismissal from the organization.