

Public Relations/Social Media Policy and Photo Release Form

Adopted by the Board of Trustees March 31, 1993

Revised by the Board of Trustees August 19, 2015

Revised by the Board of Trustees January 19, 2021

Public Relations Policy Guidelines

In recognition of the Hicksville Public Library's responsibility to maintain continuing communication with the public regarding library's services and resources and to assure effective and maximum usage by all residents of the community, the Board of Trustees adopts and supports the following public relations policy.

- Trustees and staff have an obligation to promote the library and to preserve freedom of access to knowledge through the library.
- The Library Director has the responsibility of coordinating the library's overall public relations initiatives as well as the strategic and tactical elements of any and all public information efforts.

Objectives

To ensure that the public receives consistent and accurate information about library policies, procedures, programs and services, to ensure the best possible image of the library, and to develop community involvement to the greatest extent possible.

Public Relations Responsibilities

1. Marketing of events and services will be in consultation with the Public Relations Department.
2. Event setup including room reservation and equipment reservation will go through Public Relations.
3. Scheduling library exhibits and displays
4. Distribution of all promotional materials
 - a. Bookmarks
 - b. Library Newsletter
 - c. Pamphlets
 - d. Brochures
 - e. Surveys and questionnaires
 - f. News releases
 - g. Flyers
 - h. Other special materials published by the library
5. All interactions with media – all forms – will be done through the Public Relations Department with the knowledge and approval of the Library Director.

Procedures

With regard to the occurrence of negative incidents staff should observe the following:

1. The Library Director (or Public Relations in the director's absence) is to be informed immediately.
2. The Library Director or Public Relations will inform the Board President.
3. All inquiries about the incident are to be referred directly to the Library Director and Public Relations.
4. The Library Director will share information with library staff as permitted.
5. All incidents with any potential media involvement will be handled by the Library Director and/or Public Relations, including all requests for photo shoots on library property, plus any incidents that have the potential to impact the reputation of the library and/or any and all personnel.
6. No statements of materials will be released to the public or media without the express review and approval of the Library Director, in consultation with the President of the Board or a Board designee, or the Library Director's appointed designee.

Social Media Policy

Definition of Social Media

Social media is defined as any web application, site, or account created and maintained by the Hicksville Public Library that supports the Hicksville Public Library social media purpose statement.

Purpose of Social Media

The purpose of the social media employed by the Hicksville Public Library is to disseminate information about and promote library programs, news, projects, and ongoing activities to all members of the Hicksville community, consistent with the Library's mission statement, and to provide a forum for Library staff and Library users to share opinions and information about Library-related subjects and issues.

Access by the Public

In most cases, the Library will allow (with the restrictions imposed by the online provider) open access to its social media presences. In some cases, participation might be limited in order to fulfill the purposes of a specific program (such as a book group maintaining an internal online document to which only they have access). Approval for limited access to a social media site is determined by the Director.

The Library will not act in the place of a parent or caregiver for a juvenile in relation to social media. The decision on whether to allow a child to participate in online social media lies solely with the parent. The Library will not deny access to a juvenile. Responsibility for preventing or limiting access lies solely with the parent or caregiver.

Participation or access may be denied to a particular person by decision and determination of the Library Director. A staff member maintaining an online account is responsible for notifying the Director whenever such action needs to be taken.

Users of any online presence maintained by the Library agree to hold the Library, its staff, and its Board harmless against all liabilities, judgements, damages, and costs (including attorney's fees) incurred which arise out of or are related to the posted content.

Usage Rules

The Hicksville Public Library welcomes the comments, posts, and messages of the community and recognizes and respects differences in opinion. However, all comments, posts, and messages are subject to review and the Hicksville Public Library reserves the right to, but is not required to, remove any comments, posts, or messages that it deems inappropriate. The Hicksville Public Library is not responsible for or liable for any content posted by any participant in a Library social media forum who is not a member of the Library's staff.

Content containing any of the following will be removed immediately from any Hicksville Public Library social media forum:

- Obscene comments or hate speech
- Personal attacks, insults, or threatening language
- Private or personal information, including phone numbers and addresses, or request for personal information
- Potentially libelous statements
- Falsification of identity
- Plagiarized material
- Comments, links, or information unrelated to the purpose of the forum
- Spam or other commercial or political messages

Hicksville Public Library Photo Release Form

Adopted by the Board of Trustees August 20, 2008

The Hicksville Public Library occasionally uses photographs of patrons and events in its publications and on its Web site. Please sign this release form to grant the Library permission to use your and/ or your child's photo.

I hereby grant permission to the Hicksville Public Library to use my photograph on its Web site or in other official printed publications without further consideration, and I acknowledge the Library's right to crop or treat the photograph at its discretion. I also acknowledge that the Library may choose not to use my photo at this time, but may do so at its own discretion at a later date.

I also understand that once my image is posted on HPL's Web site, the image can be downloaded. Therefore, I agree to indemnify and hold harmless from any claims the following:

- Board of Trustees, Hicksville Public Library
- All employees, Hicksville Public Library

The Hicksville Public Library reserves the right to discontinue use of photos without notice.

Name: _____

Date: _____

Address: _____

Phone: _____

E-mail: _____

Signature: _____

For persons under the age of 18, the permission of a parent or guardian is required on this Photo Release Form.

I hereby grant permission to the Hicksville Public Library to use the photograph of my child as outlined above.

NAME OF MY CHILD UNDER 18: _____

Signature of parent or guardian: _____

Date: _____