

Communications & Media Policy

It is the policy of the Kimball Public Library (KPL) to provide accurate information to the public (including and via the media), on its policies, procedures, services and programs and to ensure that the best possible image of the library is presented to the public.

The Library will respond in a timely, accurate and appropriate manner to all legitimate requests for information from the media or any other external organization, association or individual. All such requests should be referred to the Director

Goals

- Increase public support, awareness, and use of the Library
- Increase visibility for library services & programs (PR)
- Increase the value of services to residents so they want to use them and support them (marketing)

Scope & Emphasis

This policy shall cover the internal and external marketing and public relations activities and media relations of the library including library signage. How we communicate information has an impact on how the library is perceived and what message is received. Staff, and trustees and friends should always bear in mind that communication is two-way, and the message we send may not be the message that is received.

Identity and Usage

It is important that communication refer to the Library in a consistent manner. The name of the library is Kimball Public Library. There are no branches, but some Little Free Libraries may be sponsored by the Kimball Public Library.

Logo

Kimball Public Library adopted a new logo in 2012; the logo was designed by Jan Sears and approved by the Kimball Public Library Board of Trustees. While the logo is appropriate to use on publicity, its use is not mandatory.

Authority and Responsibility

The Library Director is ultimately responsible for the library communications activity. However, all staff, as well as friends and trustees can have a positive impact on the success of library publicity and image. Members of the staff are permitted to speak about the library on behalf of the library to members of the media, but must limit themselves to areas of their expertise. They should also bear in mind their obligation to present the library in the best possible light.

Interviews with staff members are permitted as long as the supervisor is informed and it does not interfere with library duties.

All material written or prepared by library staff shall be reviewed for appropriateness, accuracy, completeness and eye-appeal by the library director, assistant director, or administrative assistant before being released to the public or media. This includes printed material such as flyers, bookmarks, newspaper articles and press releases, PSAs for radio or television, and the library's web presence, such as the official webpage or social media presence (Facebook, blogs, or other social media entities.)

Library staff shall make a clear distinction between professional and personal use of social media. Because of the immediacy of the media, less administrative oversight and editing are exercised; so staff is also warned to have their posts reviewed for accuracy, both grammatical and informatory.

Appropriate Media & Distribution

KPL will not limit the media or formats used to publicize and market itself. The most appropriate media shall be chosen for each purpose or event. Print options can include newspapers, magazines, posters, flyers, bookmarks, etc. Other media can include radio, television, and the internet.

The most common channels of communication announcing upcoming library programs will likely be the local media outlets, such newspaper and radio, the KPL webpage and social media sites, and print flyers and bookmarks. For teens or younger adult population, the Teen Advisory Board's Facebook page should definitely be used. Other social media venues should be approved by the Teens and the KPL Board of Trustees. The intended audience and intent will drive the media and distribution.

Distribution

KPL will typically distribute information or materials only for its own programs and purposes and those of its partners' allied programs. Examples of partner's programs might include the adult education and GED programs, and other programs where the library typically has a presence.

Photography & Filming

Members of the media are expected to inform the library administration before any filming in the building. Although the library is a public place, the public has the expectation of a certain degree of anonymity and privacy. The public shall also be informed if the media will be filming or recording an event.

Library staff should also inform the public if they are taking photographs or

recording in another media. When photographing individuals or small groups, staff shall ask for permission. A media release form must be signed by the identifiable persons in the photograph. (Facebook, YouTube, etc.)

Signage

Staff should take care not to clutter the library with signs. All signs shall be typeset, not handwritten, except in an emergency.

Social Media

KPL uses social media as a way to inform and engage the public in discussions of books, materials, services and programs. *See the Social Media Policy.*

APPROVED 5/14/18

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