

# UPPER MORELAND FREE PUBLIC LIBRARY

## MEDIA RELATIONS

Revised:	03/19/2024
Next Review:	2 <sup>nd</sup> Qtr 2027
Reviewed	04/10/2024
Original:	06/09/2021

### I. POLICY

- A. The purpose of this policy is to establish guidelines for the provision of accurate information to the public, including and via the media, on library policies, procedures, services and programs and to ensure that the best possible image of the library is presented to the public.
- B. A media communication plan will be created, reviewed, and updated regularly by library management to ensure procedures include best practices such as but not limited to:
  - 1. Identifying the media or formats used by UMFPL to publicize and market itself
  - 2. Identifying instances where library staff may be authorized to speak to the media on behalf of the library
  - 3. Identifying in what ways the library will serve as a distribution point for information about community services, cultural or educational opportunities, charitable fundraisers, or local or state government information.
  - 4. Developing internal communication procedures to keep staff members and trustees informed
  - 5. Providing training resources for the library spokespeople and samples of suggested, standard external messaging
  - 6. Assisting UMFPL management and librarians in establishing ongoing, positive, relationship with local media networks
  - 7. Establishment of criteria to distinguish a media crisis from a published complaint by a disgruntled patron, trustee, or staff member
- C. Responses to a media crisis shall be issued in a timely manner and truthfully; reflecting the library's mission and core values
  - 1. The library director shall be the designated spokesperson to respond to media coverage of a media crisis
  - 2. In the absence of the director the board president or designee shall act as the spokesperson
- D. Members of the media are welcome within the public areas of the library. Photography and video or audio recording for commercial purposes or content creation, are permitted only if the activity has been expressly approved by the library Director or their designee

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- E. Photography and video or audio recording by visitors to the library, if it is strictly for personal use, is generally permitted
  - 1. Individuals must respect the privacy of groups and individuals using the library. Posting (live shots/streaming or stills) photographs or video of identifiable individuals or groups is prohibited without explicit permission of all individuals
- F. Library staff photographing individuals or small groups shall ask for permission and a media release form signed by the identifiable persons in the photograph

## II. DEFINITIONS

- A. Media includes both mass media and social media
  - 1. Mass media are communication outlets or tools used to store and deliver information or data such as, but are not limited to, print, broadcasting, and streaming.
  - 2. Social media may be any website or application which allows users to share information. Social media platforms can include, but are not limited to, blogging, instant messaging, social networking sites, wikis, or posts to patron reviews of library materials.
- B. A media crisis refers to information published in mass media or social media that is likely to have a negative effect on the library's reputation or on an individual employee's reputation.

- III. RESPONSIBILITY: The director shall establish necessary procedures to comply with this policy.