



Public Relations Policy

This policy governs the publication of Library materials and commentary to any media outlet by employees of Lee-Whedon Memorial Library. For the purposes of this policy, media outlet means any facility for online publication and commentary, as well as all print media. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

Staff should refer all questions and enquiries from media outlets to the Director or Assistant Director. Any brochures, ads, flyers, or newsletters published for the Library require prior approval by the Director or Assistant Director.

- Clearly identifiable persons in any photographs posted on Social Media sites require the person's permission for posting. Surnames will not be posted for underage patrons in our photos.
- Employees are prohibited from sharing anything that could violate a customer's right to privacy. Patrons, partners, or suppliers should not be cited or obviously referenced without their approval.
- Employees are prohibited from sharing anything that could violate another employee's right to privacy.
- Do not say anything that is dishonest, untrue, or misleading when you are representing the Library.
- All posts, brochures, and flyers from the Library must adhere to the laws governing copyright and fair use or fair dealing of copyrighted material owned by others; including the Library's own copyrights and brands.
- Don't say anything contradictory or in conflict with the Library's official position. Employees have the right to keep their personal opinions, beliefs, thoughts and emotions private. Make it clear that the views and opinions expressed are yours alone and do not represent the official views of the Library.
- If you make an error, be up front about your mistake and correct it quickly. If someone accuses you of posting something improper deal with it quickly - better to remove it immediately to lessen the possibility of legal action.

Policy violations will be subject to withdrawal of social media access and/or disciplinary action, up to and including termination for cause.

Adopted August 2012