LOUTIT DISTRICT LIBRARY
MEDIA RELATIONS POLICY

Every employee, trustee, and volunteer of Loutit District Library plays a vital role in representing the library to our patrons and our community. Therefore, it is critical for every employee, trustee and volunteer to perform his or her duties so as to encourage use of the library, enhance its excellence, and promote its public image.

The goals of the library's Media Relations Policy are to create and maintain a positive image for the library that is recognized throughout the community, to promote community awareness of the library's resources and services, to stimulate public interest in and use of the library, to develop public understanding and support of the library and its role in the community, and to inform the library's constituent municipalities of the library's contributions to our community. The library social media policy applies to all users.

Board of Trustees
Library trustees are responsible for communicating with their appointing municipalities regarding library events, activities, and issues. However, trustees have a fiduciary obligation to the Library Board and may not release any information that would violate that duty. Examples of this include information that is subject to attorney-client privilege or closed session discussions. Library trustees may not release any information considered a library record under the Michigan Library Privacy Act.

Community Engagement and Marketing Manager
The Community Engagement and Marketing Manager is responsible for coordinating the library's media and public relations activities, under the direction of the Executive Director.

Official statements of the Loutit District Library
The Executive Director and his or her designee are authorized to make official statements to the public and media on behalf of the Loutit District Library. If the official statement is on behalf of the Board of Trustees, the Board of Trustees President or his or her designee shall make an official statement. Employees and Trustees should refer all requests for information about the library, its policies and operations to the Executive Director or Assistant Director.

Social Media
Designated staff may maintain library social media accounts as part of their assigned duties. The same standards, principles, and guidelines that apply to Loutit District Library employees in the performance of their assigned duties also apply to employee social media technology use. Posts should inform library users about services, resources, programs, events, promote library use, and encourage dialogue between users and library representatives. Social media posts, as with all library media releases, should be positive in tone and should reflect the values and viewpoint of the library rather than personal opinions. Each social media account will clearly indicate that it is maintained by the library.

Users of library social media are expected to interact with the library and each other in a civil, respectful, and constructive manner. Users and/or employees shall not post or share any of the following inappropriate content on library social media:

- Content that constitutes or encourages illegal activity
- Obscenity or child pornography

- Content that elicits violence

Users are discouraged and employees are prohibited from posting or sharing any of the following inappropriate content on library social media:

- Content that promotes, fosters, or perpetuates discrimination and/or harassment on the basis of race, creed, color, age, gender, marital status, politics, religion, national origin, physical or mental disability, sexual orientation, ancestry, or any other category protected by federal, state, or local laws
- Threats against the library, library staff, other users posting to library social media, or any other individual or organization
- Personal attacks or profanity
- Sexual content or links to sexual content
- Spam
- Information / Posts that are knowingly false
- Commercial or charitable solicitations, or advertising or sale of merchandise or services unrelated to library
- Private information about an individual, except with that individual's consent

The library reserves the right to suspend or turn off comments on posts that have been deemed inappropriate.

The library may occasionally share information about events in the community. To ensure that the library's social media remains manageable and appropriately focused, users are requested not to post or share advertisements for non-library events without the prior permission of the Executive Director.

Individuals may express concerns about content that others have posted on library social media by contacting the Executive Director. The library will investigate those concerns and take any action it deems appropriate in response but is not obligated to remove posts or comments solely on the complaint if the content is not in violation of this or other library policies.

Library Rights and Responsibilities

The library's social media sites serve as "limited public forums." Loutit District Library is not responsible for enforcing restrictions which a parent or guardian may place on a minor's use of this resource. The library is not responsible for the content on the pages of friends, fans, or followers of the library. The library does not endorse or review content of third-party sites.

Postings, Restrictions, and Responsibilities

There is no expectation of privacy in postings on Loutit District Library's social media sites. By using these sites, users consent to the library's right to access, monitor, and read any postings on the sites. Users of all ages have a responsibility to protect their privacy and should not post personally identifying information such as: last name, school, age, phone number or address. By posting on the library's social media sites, users give the library permission to use a user's name, profile picture and the content of any posting made without compensation or liability on the part of the library.

Official Library Posts

Only library staff authorized by the Executive Director to post to LDL's social media platforms will create content. These designated employees will use Library's Media Relations Policy as a guide when making content decisions. Staff members are subject to and must comply with the Media Relations Policy and all other Loutit District Library's Policies. If there is any confusion about the content's appropriateness, the Executive Director must first review and approve it before it's posted.

Library employees who post content to or are responsible for managing library social media shall post in a professional manner including, but not limited to, checking facts, citing sources, avoiding copyright infringement, and correcting errors before posting or as soon as noticed. As with any other content provided by the library, information that is shared by library staff on library social media should be selected with the intention of sharing library information, meeting the diverse interests and needs of the community, and engaging the users. The decision to share or post a particular item does not necessarily imply the library's or the Board of Library Trustees' expressed or implied approval or endorsement of its contents. Community members who are concerned about a library social media post may contact the Executive Director.

The library reserves the right to like, follow, and share content from other social media. In general, shared content will be from governmental bodies, educational or research institutions, publishers, authors, literary figures, or other individuals that promote topics such as local interests, education, books, reading, literacy, or content that otherwise aligns with the library's mission and goals. Shared content or sites must not be biased in nature (political, religious, etc.), but for the purpose of community engagement.

Library staff are available to respond to comments and questions during library open hours but cannot assure a timely response to questions and concerns via social media. The best way to contact the library for a time-sensitive need is by phone or email.

Library Use of Photography on Social Media
Patrons who attend Loutit District Library events may be digitally recorded through photographs or video to promote the value of library products and services. These images may be posted on the library's website or social media pages or in our newsletter. If the library wishes to use a patron's name along with the image, Library staff will obtain permission prior to publishing the image. Patrons are required to notify staff when pictures/video are being taken if they do not wish their image or their child's image to be published. News media may also attend programs at the library and are responsible for obtaining their own permission from patrons when taking photographs or video.

Limits of Library Responsibility
Social media sites or account providers may have their own policies covering terms of service, privacy, and user behavior, which users may be additionally subject to when using library accounts on these sites. The library is not responsible for the independent actions of any social media site or account provider to restrict or ban a user, restrict, or remove content, or otherwise manage the site in accordance with its own internal policies.

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