

Communications Policy

Photos, video, media relations and social media are all tools that help tell the engaging, vibrant story of the Larsen-Sant Library, Franklin County Library District. The Communications Policy supports organizational strategies to raise awareness of services and communicate an inspiring vision and the library's story of impact.

The purpose of this policy is to establish standards for and responsibilities regarding the means by which we communicate about the library in a consistent and compelling voice. These standards ensure that Library is using media tools and methods that are compliant with existing policies and legal requirements.

Media Relations

With the intention of providing effective, responsive and consistent communications to our communities through news outlets, primary spokespersons for the library are the Directors, and/or Board.

PHOTOGRAPHY POLICY

The Larsen-Sant Library/Franklin County Library District often takes photos and videos of its programs, activities, and any participants. This may include recordings or taking screenshots or virtual programs. Please be aware that these photos are for the use of the Library only and may appear in Library publicity (including social media) or on the Library website. Those wishing to not be photographed or video recorded should inform the photographer. Names of individuals will not be used in photo captions without prior approval.

PUBLIC DISPLAYS

Purpose

It is the policy of the Library to make space available to the community for purposes that enhance the Library's educational, cultural, and civic mission. The library's display areas are controlled and organized at the discretion of the library staff. Individuals or groups who wish to display items may contact the library to have their materials considered

Who is Eligible

Library-sponsored displays are given priority in scheduling the use of the display areas. The display areas are available free of charge for individuals or organizations engaged

in educational, cultural recreational, or intellectual activities. They are not available for commercial purposes, with the exception of fund-raisers held for the benefit of the Larsen-Sant Library.

Subject/Content

Displays are for information about civic, cultural, educational and recreational programs of likely interest to the local community. Displays may include such forms as:

- Presentation of books, visual arts, crafts, paintings, and drawings, sculpture, and a variety of media.
- Promotion of interest in the use of books and other library resources.
- Information about community affairs, organizations, services and activities.

Civic groups, service clubs, nonprofit organizations, and governmental units promoting free or nominal charge events are typical sponsors of these activities. No political candidate or proposition materials, commercial promotions or private events, such as yard sales, and “services provided,” are eligible for display.

Display Period

Displays will generally be scheduled for two to four weeks. Recurring displays by the same group or individual will be discouraged. Director approval is required for displays lasting more than one month.

Flyers on the community bulletin board are dated and discarded after 1 month.

Installation

The displaying individual or group will be responsible for the items on display. The cases are locked, but the wall display areas are not. Library insurance will not cover displayed items. Individuals or groups using the display areas must fill out the Display Request Form which includes an acknowledgment that the requester is responsible for the collection and not the library. Only the signer/signers of the form will be allowed to add or remove items from the display.

The library reserves the right to refuse or revoke permission to use any display area. Permission to use display areas does not constitute an endorsement by the library of the group's policies or beliefs. This statement of policy may be amended at any time by the Board of Trustees of the Franklin County Library District/Larsen-Sant Library.

Social Media Policy

Introduction and Policy Purpose

Franklin County Library District/Larsen- Sant Library's identity, image, and logo, must be accurate, consistent, have integrity, and protect the identity and image of the Library by providing a set of required standards for social media content. The Directors therefore maintains authority over any communication administered on behalf of the Library. All social media content will comply with local, state and federal laws and regulations.

Official Accounts

The Directors maintain official social media and/or online accounts on behalf of the library. These accounts promote the library activities, events, and educational opportunities by providing timely, engaging, and relevant content that assists in building broad-based support for mission, vision, and relationship with the public.

The library may require employees to create official library social media accounts separate from their personal social media accounts for use on behalf of the library.

Only an employee or approved representative authorized by the Directors may hold administrative access to a library related social media and/or online account.

The Directors are responsible for maintaining a current list of all site URLs, and the usernames and passwords associated with these accounts.

Any entity seeking to create an additional account on an existing social media and/or online platform and/or create an account on a different social media and/or online platform on behalf of the library, must gain approval from the Directors prior to the account being established.

Limited Public Forum

Users and visitors to the library's social media and/or online sites shall be notified that the intended purposes of the site are to serve as a mechanism of communication between the library and the public. Submission of comments by members of the public constitutes participation in a limited public forum. A comment posted by a member of the public on any library social media and/or online site is the opinion of the commentator or poster only, and publication of the comment does not imply endorsement of, or agreement by, the library, nor do such comments necessarily reflect the opinions or policies of the library. Comments by the library staff members on the library social media and/or online sites shall be allowed only when consistent with the provisions of this policy. Comments by the general public shall be allowed on limited public forums, such as the library social media and/or online sites, only when consistent with the provisions of this policy. Comments containing any of the following inappropriate forms of content shall not be permitted on any type of the library social media and/or online site and are subject to editing, removal or restriction, in whole or in part, by the library Directors:

- Comments not topically related to the particular social medium thread or topic or article being commented upon (for example, if a library staff member's posts an article about library classes, and a user posts a negative comment about a library employee);
- Comments in support of or in opposition to political campaigns or ballot measures of any kind, with the exception of information approved in advance by the Library Directors regarding political campaigns or ballot measures the library posts about on the library social media and/or online sites;
- Profane, obscene, or sexual language or content or links to such language or content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, veteran status, genetic information, citizenship status, national origin, physical or mental disability, sexual orientation, or gender identity/expression;
- Solicitation of commerce, including but not limited to, advertising of any business or product for sale;
- Information that may tend to compromise the safety or security of the public or public systems;
- Defamatory or personal attacks;
- Threats to any person or organization;
- Conduct or encouragement of activity that violates any federal, state, or local law; or
- Conduct that violates a legal ownership interest of any other party.

If illegal activity occurs, Directors are expected to secure the information and notify the local police department.

The library reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law or regulation. Content submitted for posting that is deemed not suitable for posting by the library Directors, because it is not topically related to the particular subject being commented upon, or is otherwise deemed prohibited content based on the criteria set forth in this policy, must be retained in accordance with the relevant records retention schedule.

This policy governing comments on library sites shall be displayed on all limited public forums or made available via hyperlink from the library's official website.

Content Management

Library staff members representing the library, on library social media and/or blog sites must conduct themselves at all times as representatives of the library in accordance with all library policies, standards, and regulations. They are personally responsible, and may be legally liable, for the content they publish on social media and/or online sites.

Advertising, Marketing, and Public Relations

The library makes it a priority to comply with Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45. Section 5 of the FTC Act reflects the four-basic truth-in-advertising principles.

Public Records

Library social media and/or online sites are subject to Idaho Public Records Law. Any content maintained in a social media and/or online format that is related to the library's business, including a list of subscribers and posted communication, is a public record. Therefore, there should be no expectation of privacy in the information posted on library social media and/or online sites. The library is responsible for responding completely and accurately to any public records request for public records on social media and/or online sites. Content related to library business shall be maintained in an accessible format so that it can be produced in response to a request. Whenever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the Directors. Idaho law and relevant library records retention schedules apply to social media and/or online formats and content.

Open Meetings

The library's governing body should refrain from using library or other social media and/or blog sites to discuss the library's business or make a decision in violation of Idaho's Open Meeting Law.

The library may use social media and/or blog sites to gather public input and foster public discussion related to the library's role and functions, provided that the use is authorized in accordance with and conforms to this policy.

Information that the library posts on its social media and/or blog sites will supplement, not replace, required notices and standard methods of providing warnings, postings, and notifications required for public meetings and hearings under Idaho law.