



**Ankeny Kirkendall Public Library
Ankeny, Iowa**

The Mission of the Ankeny Kirkendall Public Library

Welcoming all to Learn, Imagine, and Do

SUBJECT: Communication and Marketing Policy

BACKGROUND: The Ankeny Kirkendall Public Library Board of Trustees is committed to disseminating information regarding the resources and services that the Library has for the community.

POLICY: To effectively coordinate and promote library services, resources, programs, and technology to the community and beyond, this policy and Communication & Marketing Plan will be a guide and resource for Library staff. It is intended to coordinate and facilitate communication and marketing Library, including public relations, advertising, promotion, and outreach. It is also intended to provide information and resources to assist with the planning, development, and production of promotional products, events, and activities for the Library. Photographs, video, media relations, and social media are all tools that help communicate the mission of the Library.

A. Media Releases

Programs, events, and classes are regularly photographed or videotaped for library promotional purposes. By participating in these events, patrons are giving consent that the Library can use/publish group photos for publication and/or distribution.

B. Media Relations

With the intention of providing effective, responsive, and consistent communications to our community through news outlets, primary spokespersons for the Library are the Library Director or designee, City of Ankeny Communications Director, and/or President of the Library Board of Trustees.

C. Social Media

The Library strives to use social media in advancing its organizational mission and goals. All official Library presences on social media sites or services are considered an extension of the

Library's information networks and are governed by the Library and City of Ankeny's policies including e-mail, Internet usage, and computer policies; this policy applies to all types of online public communications.

1. Only authorized staff are permitted to conduct official Library business using social media sites and tools.
2. Library staff members are responsible for complying with all applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, fair use, records retention, Freedom of Information Act (FOIA), First Amendment, Health Insurance Portability and Accountability Act (HIPAA), privacy laws, and information security policies established by Ankeny Kirkendall Public Library Board of Trustees and the City of Ankeny.
3. Ankeny Kirkendall Public Library will monitor all social media content and evaluate the effectiveness of the Library's social media presence to ensure adherence to the Communication and Marketing Policy and Plan for appropriate use, messaging and branding consistent with the mission and vision of the Library.
4. Social Media and Internet postings should not disclose any information that is confidential or proprietary to the Library or to any third party that has disclosed information to the organization.
5. Library staff communicating with the public and/or posting content in any Library sanctioned social media presence will be clearly identifiable as an Ankeny Kirkendall Public Library employee and abide by the same employee code of conduct applied to normal business operations.

D. Branding

All Library communications and marketing resources should include approved Library logos or images and be consistent with branding guidelines as developed by the Library and City of Ankeny.

E. Disclaimer

Library employees posting Library and/or public sector industry related content on personal social media account(s) should neither claim nor imply that they are speaking on the Library's behalf.

Approved: 9/17/2020

Reviewed and Revised:

1/18/2024