

Ankeny Kirkendall Public Library
Ankeny, Iowa

The Mission of the Kirkendall Public Library

To be a community center of learning experiences and entertainment, interaction, and connection

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 marketing and communication for the Ankeny Kirkendall Public 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 Ankeny Kirkendall Public Library. This policy supports organizational strategies to raise awareness of services and communicate an inspiring vision and the Library's story of impact. These standards ensure that Ankeny Kirkendall Public Library is using media tools and methods that are compliant with existing policies and legal requirements.

A. Media Releases

Programs, events, and classes are regularly photographed or videotaped for library promotional purposes. By participating in these events, you are giving consent that the Library can use/publish group photos for publication and/or distribution. In order to protect patrons' privacy, Ankeny Kirkendall Public Library may require the receipt of a patron-signed media release form before an individual's identifiable image is used in Library publications, social media, and web sites.

B. Media Relations

With the intention of providing effective, responsive, and consistent communications to our community through news outlets, primary spokespersons for Ankeny Kirkendall Public Library

are the Library Director, Public Services Manager, Circulation Manager, and/or President of the Library Board of Trustees. Other library staff, after approval from those listed above, may be directed to interact with media as well.

C. Social Media

Ankeny Kirkendall Public Library strives to use social media in advancing its organizational mission and goals. All official Ankeny Kirkendall Public Library presences on social media sites or services are considered an extension of the Library's information networks and are governed by the Library's policies including e-mail, Internet usage, and computer policies; this policy applies to all types of online public communications.

1. Official use by Ankeny Kirkendall Public Library of social media services is ultimately the responsibility of appointed Library Staff. Only authorized staff are permitted to conduct official Ankeny Kirkendall Public 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 reserves the right to withdraw certain posts and/or remove inappropriate comments that are not consistent with Ankeny Kirkendall Public Library policies.
4. 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 realizing the mission and vision of the Ankeny Kirkendall Public Library.
5. Social Media and Internet postings should not disclose any information that is confidential or proprietary to Ankeny Kirkendall Public Library or to any third party that has disclosed information to the organization.
6. Library staff communicating with the public and/or posting content in any Ankeny Kirkendall Public 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.
7. Staff members using social media are responsible for regularly reviewing and consistently following the Communication and Marketing Policy and Plan.

D. Branding

All Ankeny Kirkendall Public Library communications and marketing resources should include approved Ankeny Kirkendall Public Library logos or images and be consistent with branding guidelines as developed by the City of Ankeny in 2019.

E. Disclaimer

Ankeny Kirkendall Public 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