

Fairbury Public Library Marketing and Social Media Policy

The marketing (promotion) of library services is facilitated with the intention of increasing public awareness of library services including events, activities, and resources. Library services may be promoted through various media outlets, online resources, print materials, digital signage, and the library's website.

All library-generated publicity or promotional materials must be directly related to library services, comply with the library's brand-specific marketing guidelines, and receive approval by the Library Director or their designee prior to distribution.

MEDIA RELATIONS

All requests for interviews made by the media to publicize or report on library services should be submitted to the Library Director or their designee, for advance approval. The primary spokespersons for the Library are the Library Director or designee, and/or President of the Library Board of Trustees. The library's logo and website may not be used or replicated, in whole or in part, without the express permission of the Library Director.

MEDIA RELEASES

Programs and events are regularly photographed 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 on FPL social media platforms. This includes children participating in children's activities and programs. Any patron may opt themselves, or their children, out of social media participation by speaking with a staff member who may be taking photographs at an event.

SOCIAL MEDIA

The use of library social media is intended to create a welcoming online space where library users will find useful and entertaining information and opportunities to interact with staff and other users. Library staff maintains and edits the content of the library social media to comply with library policies.

The library utilizes social media to encourage community involvement and to create a dialog between the library and its patrons regarding library services, resources, events and programs, and community information. Fairbury Public Library does not endorse the advertisements promoted on any social media site.

Public Comments and Posts

- Patrons of Fairbury Public Library (FPL) are welcome to share and post replies on library social media as long as they conform to the Library's social media policy.
- Social media is not considered a public forum. All interactions will be regularly monitored and reviewed by library staff for content and relevancy.

- The Library reserves the right to refrain from posting user submissions or comments, or to remove or edit them at any time.
- The library is not responsible for user-generated content. A posted comment is the opinion of the user only. Publication of a comment does not imply endorsement or agreement by FPL.
- Spam and commercial content will be removed. The library will remove posts or comments used for campaigns, political, religious or commercial purposes or for soliciting funds.
- Posts containing offensive, obscene, threatening, or abusive language or hate speech are strictly prohibited and will be deleted. Individuals are fully responsible for libelous or defamatory comments.
- No harassing, stalking, abusive, or unlawful behavior will be tolerated.
- Users may report concerns. Administrators will respond to those concerns as soon as possible.
- By submitting content to FPL social media, the participant is granting permission for FPL to use their name, photo, and any content contained within the post without compensation or liability on the part of FPL. This permission ends when the owner removes their post or submits a written request for FPL to delete the post.