



Communications Policy

It is the policy of the Orange County Public Library to provide accurate information to the public, including and via the media, on its policies, procedures, services and programs and to ensure that the best possible image of the library is presented to the public.

Goals

- Increase public support, awareness, and use of the Library
- Increase visibility for library services & programs (PR)
- Increase the value of services to residents so they want to use them and support them (marketing)
- Provide some transparency for the citizens as to the operations of our department

Identity and Usage

It is important that communication refer to the Library in a consistent manner. The name of the library system is the Orange County Public Library. All branches and facilities are by definition 'Orange County Public Libraries.' The branch names are the Wilderness Branch Library and the Gordonsville Branch Library. The Orange location may be referred to as either the Main Library or the Orange County Public Library.

Logo

The Orange County Public Library has an official Orange County endorsed logo designed by the Economic Development Department. While the logo is appropriate to use on publicity, its use is not mandatory. For communications issued through the Orange County administration office, the official Orange County logo will be used in lieu of the library logo at their discretion. No other logos are to be used in the place of the official logos. Approval of a new logo requires approval by the County Administrator and the Library Board of Trustees.

Authority and Responsibility

The Library Director is ultimately responsible for the library communications activity. With the intent of providing effective, responsive, and consistent communications to our community, primary spokesperson for the library are the Library Director, Library Department Managers, and the Orange County Administration Office's designated public information officer (s). However, all staff, as well as friends and trustees can have a positive impact on the success of library publicity and image. Members of the staff are permitted to speak about the library on behalf of the library to members of the media, but must limit themselves to areas of their expertise. They should also bear in mind their obligation to present the library in the best possible light. Interviews with staff

members are permitted as long as the supervisor is informed and it does not interfere with library duties. The County Administrator or Acting County Administrator should be consulted before any interview if possible.

All material written or prepared by library staff shall be reviewed for appropriateness, accuracy, completeness and eye-appeal by the library director or his/her designee before being released to the public or media. This includes printed material such as flyers, bookmarks, newspaper articles and press releases and the library's web presence, such as the official webpage or social media presence (Facebook , Twitter, Instagram or blogs.)

County Policy

Library staff must also comply with Orange County Policy on Acceptable Use of Communications and Technology 3.11 and Password Policy 3.11A posted on the County website.

Distribution

OCPL will not limit the media or formats used to publicize and market itself. The most appropriate media shall be chosen for each purpose or event.

The most common channels of communication announcing upcoming library programs will likely be the local media outlets, such newspaper and radio, the OCPL webpage and social media sites, and print flyers and bookmarks. For teens or younger adult population, social media or blogs should definitely be used. The intended audience and intent will drive the media and distribution.

OCPL will typically distribute information or materials only for its own programs and purposes and those of its partners' allied programs.

However, the library is a valuable member of the community and, as such it is a source of information. Hence, OCPL branches serve as a distribution point for a limited number of brochures and flyers for the community. The brochures and flyers can be about community services, such as mental health or abuse hotlines, cultural or educational opportunities, or charitable fundraisers. These materials may be placed in specified places in each branch, such as bulletin boards. Only material pertaining to library events or partners may be placed on the service desks at the library branches. No commercial for-profit brochures or flyers may be posted in either library.

Photography & Filming

Permission must be obtained from the library administration before anyone may conduct any filming or photography inside the building. Library patrons have the expectation of a certain degree of anonymity and privacy. Library staff shall also inform the public if the media will be filming or recording an event.

Individuals with small portable or wearable media devices must respect the privacy of

groups and individuals using the library.

Making or recording photographs or videos (live shots/streaming or stills) of identifiable individuals or groups is prohibited without explicit, written permission of all individuals.

Library staff should also inform the public if they are taking photographs or recording in another media. Staff photographing individuals or small groups shall ask for permission and a media release form signed by the identifiable persons in the photograph.

Library security cameras are used for the purpose of enforcing the County's password policy, providing a deterrent to crime and providing evidence for law enforcement should a crime occur or be reported to have occurred. Library security camera footage is managed by the Orange County Department of Information Technology. The Orange County Attorney must be contacted by library staff regarding any request to access security footage and will direct the I.T. department as to providing access. The I.T. Department can independently access the footage for enforcement of County policies 3.11 and 3.11A for library and County staff.

Signage

Directional signs should be consistent within each library location. A standard color scheme and font will be devised and maintained for each location. For example, the Main Library signage uses a charcoal grey backdrop with Arial MT Rounded font in a very light grey. Wilderness Branch uses a black backdrop and white lettering in the Ravi font. Display signage can be creative but should endeavor to be highly readable. Staff should take care not to clutter the library with signs. All signs shall be typeset, not handwritten, except in an emergency.

Social Media

OCPL uses social media as a way to inform and engage the public in discussions of books, materials, services and programs. The library recognizes and respects differences of opinion. Comments, posts and messages from patrons are welcome. Posted comments are the opinion of the author only and publication of a comment does not imply agreement or endorsement by the staff or board of the library.

Comments containing any of the following will be removed:

- Obscene or racist content
- Personal attacks, insults or threatening language
- Potential libelous statements
- Plagiarized material
- Private, personal information published without permission
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that are not directly related to the discussion
- Commercial promotions or political activity
- Spam
- Anything violating County policy 3.11 Acceptable Use of Technology and Communications Equipment

The public are cautioned not to put personal information on any forum or in any post. By posting, the user agrees to hold the library, employees, and officers free from any liability. The library reserves the right to monitor content and modify or remove any content as it deems appropriate. The library is also not obligated to take any such action and will not be responsible for any content posted by any individual.

If any user does not agree to the terms of this policy, they are not to use the service.

Library staff shall make a clear distinction between professional and personal use of social media. Because of the immediacy of the media, less administrative oversight and editing are exercised; so staff is also warned to have their posts reviewed for accuracy, both grammatical and informatory. County policy 3.11 further defines expectations for employees in using social media.

(Adopted 01/2019)