

## PUBLICITY & MEDIA RELATIONS

The Library cannot succeed in its mission and vision without a prominent promotional presence around the community. The Library will take an active role in promoting its objectives and services across a variety of formats for the general education of government officials, civic leaders, and the general public. All promotional materials will present the Library and the City of Hewitt positively and through an educational lens.

The Library may release information via social media, the City of Hewitt webpages, and e-newsletters, as well as all other available channels of communication (newspapers, local radio and cable stations, magazine publications, etc). Publicity may include:

- Widest possible dissemination of information about books, magazines, newspapers, recordings, and other available materials;
- Descriptions of the range of facilities, services, and programs relating to the needs of the community;
- Acquainting the public with the physical location of service points, hours of service, conveniences, etc.;
- Background information to familiarize the public with library processes, rules, and policies;
- Feature articles describing particular aspects of library service, highlights of the past, and features of a commemorative nature to familiarize the community with the breadth and continuity of service;
- Appearance at community locations via a table or booth, HPL on the Go!, or other means.

The Library reserves the right to take photos and video at library-sponsored programs and events to be used for promotional purposes. Attendees to the library and its sponsored programs and events may be captured in any photos or video taken with the understanding that the photos may be distributed across any medium or platform. It is the responsibility of Library visitors to inform a Library staff member if they do not wish to appear in any promotional materials.

### Social Media

The Hewitt Public Library recognizes the importance of communicating with its shareholders online. The public is encouraged to share thoughts and engage with the Library via online channels. However, the Library's Code of Conduct (see *Use of Facilities*) extends to the Library's presence on the Internet in addition to any privacy policies and terms of service issued by the third-party host of the social network being used.



All content posted both by the Library and public users may constitute public information according to the Public Information Act. Public information requests will be handled according to applicable Texas law. All content posted to the Library's social media pages are saved and archived. The Library shall not delete or otherwise un-post any content or message from its pages, though it does reserve the right to moderate and hide comments that:

- Contain obscene, indecent, or profane language;
- Contain threats or defamatory statements;
- Contain personal attacks or insulting statements directed toward an individual;
- Contain hate speech directed at race, color, sex, national origin, ethnicity, age, religion, or disability;
- Are unrelated to the topic being discussed;
- Are of a repetitive "spamming" nature (the same comment posted multiple times);
- Include copyright violations;
- Suggest or encourage illegal activity;
- Contain information that is confidential under Texas public information law.

Users who repeatedly violate one or more of the Library's social media guidelines may be blocked from posting to or following the Library's pages.

## **Notice of Electronic Communication**

The Library uses e-newsletters to communicate with its registered cardholders and other subscribers. All registered cardholders are opted into email communications upon completion of the cardholder application. Recipients are able to unsubscribe from promotional messages or edit their subscription preferences.

Registered cardholders are unable to unsubscribe from e-mails, text messages, and/or phone calls relating directly to a cardholder's account status.

## **Media Relations**

The Library seeks to provide the community with consistent, accurate, and timely information as it occurs. Media outlets are encouraged to direct any questions about Library programs or services to the Library Director. Library staff contacted by the media should refer all requests for comment to the Library Director.

*Endorsed by the Library Advisory Board on January 29, 2024  
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