

MARKETING/PROMOTION OF LIBRARY SERVICES, PROGRAMS AND ACTIVITIES

Marketing (Promotion) of library services is facilitated under the supervision of the Columbus Public Library's Marketing and Leadership personnel, 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 websites. 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.

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 library's logo and website may not be used or replicated, in whole or in part, without the express permission of the Library Director. Refer to Logo Use Policy for guidelines and specifications for the application of the library's logo, colors, and graphics.

The name of the library may be referred to as "CPL" where the meaning of the abbreviation is clear.

SOCIAL MEDIA

The Columbus Public Library may utilize social networking sites including, but not limited to, blogs, applications and video sharing, to market library services to the public and further its mission.

The intended purpose of social networking/media services is to disseminate information from the library to the public. Since the library's online presence reflects and extends library services, the use of the library's social networking sites complies with other guidelines found in the library's policies and strategic plan. Additionally, the library's social media guidelines comply with any applicable City of Columbus's social media policies.

Acceptable Use Guidelines

Acceptable use guidelines for comments posted to Columbus Public Library's social media/networking sites will comply with other library policies, including but not limited to the library's Conduct Policy and Internet Safety and Use Policy.

Postings deemed inappropriate or in violation of library policy will be removed, as soon as possible, and without prior notice, by authority of the Library Director or their designee. If a user continues to post inappropriate items after being warned of a violation in "Acceptable Use", that user may be banned from the site. Library personnel is responsible for monitoring and maintaining all library social media activities, as authorized.

Any use of the "like" feature between the library and a private person does not indicate endorsement of that person's actions or comments.

The library does not act in place of or in the absence of a caregiver and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of these services. Parents or legal guardians are responsible for supervising use of this service by their minor children.

All library social media sites shall adhere to applicable federal, state and local laws. Posting on Columbus Public Library's social media/networking sites implies agreement with all library policies and the guidelines stated therein. See the library's Conduct Policy and Internet Safety and Use Policy for general library conduct and usage guidelines.

Adopted by the Library Board on 12/9/2021