

## **FRIENDS of the TAFT PUBLIC LIBRARY COMMUNICATIONS GUIDELINES 2021**

The Friends aspire to engage the local community through communications with the goal of advancing our mission, inspiring, and increasing our impact on the community as well as ensuring the public trust in the organization.

Internal communication is essential to motivate, inform, and counsel friends and volunteers and to set the stage for excellent external communication. Internal communications include regularly scheduled and attended meetings (both physical and virtual), regularly printed and/or e-mailed informational updates, an understood forum for suggestions (email, text, zoom or special meeting), and reports on meetings of the board of directors (meeting minutes published by the Friends secretary). The Friends encourage participation, feedback and diverse viewpoints in our communication.

The Friends organization should ensure that the board distinguishes between personal opinion and organizational positions. This is especially important when publishing information online or in print as the organization may be held accountable for statements made by a board member.

External communications are necessary to attract and retain volunteers; to inform the community of ongoing events; to raise public awareness; and to increase understanding, commitment, and funding for the organization. All external presentations, reports, and outreach emails, flyers, posters, and social media content must be reviewed by a majority of the Friends prior to distribution.

We will not publish content that would constitute discrimination or harassment of any kind, defamation and threats, profanity and similarly inappropriate language, or content that violates copyright and trademark law, promotes illegal activity, or commercial sales.

### **ELECTRONIC COMMUNICATION - email**

The Friends use email as one method of sending messages out into the community. Direct e-mail campaigns should always display the Friends name and e-mail address, thus accurately identifying the organization. The friends email account should be accessible by a minimum of two friends on the board and should be checked on a routine basis.

The Friends also engage in indirect email campaigns, sending out messages to the local public, using town websites such as the regional school districts website to reach families and younger populations. These email attachments should be preapproved by a majority of the Friends before being approved by the email owners custodian prior to mass email distribution. These attachments should include the Friends name, email and social media address.

When collecting e-mail addresses, all forms and cards which ask for other address information should include an e-mail request line, and an e-mail opt-in box on the Friends Website. It should always be stated that personal information will be treated confidentially and will never be shared with other organizations.

To ensure an up to date e-mail address list with accurate information, the Friends should ensure that the service provider has tools that automatically remove invalid addresses from the list. Every e-mail sent should have a link that makes it easy for the recipient to update their information. There should also be an easy unsubscribe option for recipients that wish to remove themselves from mailings.

## SOCIAL MEDIA

The Friends social media presence is a means of sharing and exchanging information and ideas in the virtual community. It allows the Friends to communicate with the local community and to promote local events in accordance with our mission.

The Friends social media address should be published on all printed communications and stationery.

A minimum of two Friends will act as moderator on the Friends website, checking comments and updating posts on a regular basis. Inquiries should be responded to in a timely manner. The website should also be accessible by a minimum of two Friends on the board.

The Friends will endeavor to increase engagement and high quality comments through a variety of methods, such as conversation starters, posing an open-ended question, requesting images from users, asking for feedback on a craft/event.

The Friends posts should be neutral, with no personal agenda or opinion and never include private /personal information.

Problematic comments should be quickly deleted or a moderator should be notified and then said comment should be deleted by them.

Hate speech will never be tolerated – ever.

Commenters who post inappropriate or derogatory or harassing comments, will not be allowed to post on the Friends page, and will be removed because viewers should always feel safe while engaging with the Friends on social media.

Anonymous comments will not be accepted.

Spam is not allowed.

Constructive criticism, while possibly uncomfortable, is not inappropriate. The Friends will respectfully engage with the commenter and acknowledge their opinion or complaint, and then see if there's anything that can be done to help change their mind.

