

Media Policy

Purpose

This policy has been developed to ensure uniformity and continuity of messages from the Board of the Craighead County Jonesboro Public Library (CCJPL). It is a tool to facilitate communication with the media, officials, and residents of our service area. This policy also provides guidelines for social media use.

Definitions

Media includes traditional news sources (print, radio, and television), online (websites) and social media (blogs, Instagram, Facebook, YouTube, LinkedIn, Twitter, etc.), and other sites where users generate content.

The library board chair is elected by the library board.

The library director is hired by the library board.

The Marketing and Public Relations Department is the department that supervises and assesses public attitudes and maintains a relationship between the library and the public. The department consists of a Marketing and Public Relations Manager and staff and reports directly to the library director.

Guidelines for Media

Contact between the board and the news media will be conducted through the library board chair, the library director, an appointed board member, or member of the Marketing and Public Relations Department. The library board chair is the official spokesperson of the library board. Individual board members may not speak to the public or media on behalf of the library board unless authorized by the library board chair. To directly contact the library board chair, email: board@libraryinjonesboro.org with Subject Line: Media.

All other inquiries from the media regarding library policies, procedures, or issues should be referred to the library director at: vanessa@libraryinjonesboro.org.

Library board members are free to express their individual opinions to the media regarding matters of public concern, including the library, except when it involves confidential information about library board members, patrons, or employees. Library board members who express their personal views to the media must not do so as a representative of the library and must make that clear they are not speaking on behalf of the library. Library board members must be mindful when speaking to the media and the public as they are always seen as members of the library board even if they establish that comments are their opinion. If a library board member has any contact with the media concerning the library, they must immediately report that contact to the library board chair.

Guidelines for Social Media

The library will review all comments and posts for appropriate content. CCJPL reserves the right, within its sole discretion, not to post and remove submissions or comments that violate this policy. While comments will not be edited by Marketing and Public Relations staff, a comment may be hidden or deleted if it violates the comment policy described here.

Any comments and posts containing, but not limited to, the following are considered in violation of the library's Code of Conduct and will be immediately removed by library staff:

- Abusive, offensive, threatening, obscene, or vulgar language
- Harassing, stalking, or abusive behavior
- Personal attacks of any kind
- Language that targets or disparages any ethnic, racial, age, or religious group, gender, sexual orientation, or disability status
- Specific and imminent threats
- Advertisements
- Endorsements
- Organized political activity
- Comments and posts that are off topic
- Spam

The library staff reserves the right to determine which comments are acceptable for its social media pages. By posting content on any of the library's social media sites, you agree to abide by the above rules. Individuals are fully responsible for libelous or defamatory comments.

Be aware of copyrighted and trademarked materials. Do not place information, intellectual property, logos, trademarks, or photos protected by copyright and trademark laws without the permission of the owner. The library follows a notice-and-takedown procedure for complaints of copyright violation under the Digital Millennium Copyright Act. (<https://www.copyright.gov/dmca/>)

Responding to Public Posts

CCJPL staff members are responsible for monitoring and responding to public comments, posts, and questions. Library staff and representatives are to remain neutral in library-related posts and in response to questions. Staff may offer information resources that answer any questions and help people to make informed decisions.

Staff Responsibilities

Library staff should protect patron privacy and confidentiality whenever possible. Social media platforms should not be used to collect personal identification information about the library's users. Information shared by patrons on the library's social media sites may be used for marketing purposes.

Updated and approved 2026