

Millbrook Library
3 Friendly Lane
Millbrook, NY 12545

MEDIA/PUBLIC RELATIONS POLICY

The public relations goals of the Millbrook Library are to promote community awareness and active participation in Library services and programs, and to develop public understanding and support of the library and its role in the community.

- The Board of Trustees recognizes that public relations includes every person who is connected with the Library. The Board reminds its members and every Library staff member and volunteer that they represent the Library in every public contact.
- The Board will establish and maintain a budget to cover costs related to printing, publication, postage, supplies, and other related costs as needed in order to ensure effective public relations.
- All public relations materials, including official press releases, announcements, or mailings, must be reviewed and approved by the Library Director

Social Media

Social media is defined as any web-based tool, such as a blog, online forum, content-sharing website, or other digital channel established for online interaction and connection.

The Millbrook Library maintains a presence on several social media services.

The Library reserves the right to moderate the public's use and access to the Library's pages on these platforms. Although comments and posts are welcome on many of the Library's social media sites, the Library does not intend to create an open forum through its social media presence, and postings containing any of the following may be removed:

- Obscene comments or hate speech
- Personal attacks, harassment, or threatening language
- Potentially libelous statements
- Plagiarized or copyrighted material
- Commercial messages or spam
- Comments pertaining to organized political/partisan activities
- Material that is deemed to be off-topic or inappropriate
- Postings made through a falsification of identity
- Hyperlinks to material not directly related to the discussion

- Any illegal activity
- Solicitation for donations, memberships, or services requiring a fee for any non-Library purpose
- Photos or other multimedia files that may fall into any of the above categories

Library staff will monitor the Library's social media pages and remove postings that violate this policy. Violators of this policy may have their user profiles blocked.

Photography or Video Use

- The library may take photos, videos, and audio recordings at the library and during library events to use in its publicity materials and on its website and social media sites. These photographs, videos, and audio recordings may be copied, displayed, televised, and published (including on the library website or social media sites). Library staff will make every effort to notify library patrons when recording or photographing is taking place. Any individual who does not wish the library to use a photograph or video of themselves or their child should inform a library staff member.

Emergency Situations

- In the event of an emergency, official statements to the public and media outlets will be made by the Library Director, Board President, or their designee.
- If it is necessary for the Library staff to provide the public with information, the Library Director will advise staff regarding what is to be said.
- In the event that the Library has to close due to an emergency situation or inclement weather, the Library Director, or his/her designee (i.e., the Board President or Vice President), will post the information on the library's website and on social media.

Approved by the Millbrook Library Board of Trustees on September 18, 2012. Modified and re-approved by the Millbrook Library Board of Trustees on December 11, 2012, and January 20, 2026.