



External Communications Policy

Presented to the Board of Trustees: 10/16/2023. Approved 10/16/2023. Proposed review date: 10/1/2026.

Public Inquiries & Designated Spokespersons

To avoid the release of contradictory, proprietary, or out-of-date library information, Lawrence Public Library (LPL) staff will forward public inquiries to designated library spokespersons in the following instances:

1. *Official Communications:* Official communications must follow LPL's chain of command. The library's Board Chair, Executive Director, or authorized representative serve as the designated spokesperson(s) for official library communications.
2. *Media Communications:* LPL's Media Relations & Communications Specialist and/or Marketing & Patron Services Supervisor serve as the primary point of contact and designated spokespersons for public and/or media inquiries, and coordinate media relations activities to ensure consistent messaging and appropriate handling of media interactions.
3. *Subject Expert Communications:* LPL staff are encouraged, but not required, to respond to public and/or media inquiries regarding topics on which they are subject experts or over which they have administrative authority.

Photography & Video

Photography and video plays a crucial role in telling LPL's visual story and showcasing its vibrant atmosphere. LPL may take photographs, video, or audio recordings at library-sponsored events and in library spaces for publicity. Patrons wishing not to be photographed or recorded should notify library staff. Names of patrons will not be used in publicity without consent.

LPL is a public building and neither the public nor the media need library approval to take pictures and/or film video in the building or at a library-sponsored event as long as doing so does not violate LPL's Behavior Policy.

Social Media

LPL-sponsored social media accounts, including but not limited to LPL-hosted blogs, podcasts, and social networking sites, are used to educate and inform the public of library offerings and to

engage with our community. The Library reserves the right to monitor content on all of its social media sites and to remove messages or postings that violate our Social Media Patron Use Policy.