

Denver Public Library

Media Communication Policy

The purpose of this policy is to provide guidelines to the Library Board of Trustees and Library Staff for communicating with the public about the Library's mission, policies, and events on social media, print media, television, radio, and other media outlets.

Social Media

Social media refers to any online resource for publication, such as but not limited to social networking sites such as Facebook, Instagram, or blogs, and content hosting sites such as YouTube or Flickr.

The Denver Public Library will use social media:

- **To share information related to the Library**
- **To increase the use of library resources**
- **To encourage participation in library programs and events**
- **To relay important announcements such as a change in hours, weather related information, or notices that are required to be posted by city government.**

Policy for Staff regarding Social Media Usage:

- **Use by staff of the Denver Public Library's social media sites will be approved by the Library Director**
- **Staff designated and approved to represent the Denver Public Library on social media will be professional and**

reflect positively on the library as well as the City of Denver's staff, policies, and services.

- **Users of the Library's social media sites shall adhere to federal, state, and local laws.**
- **Users of the Library's social media sites will refrain from posting content that is political in nature without prior approval from the Library Director and/or the Library Board of Trustees.**
- **Library employees that interact with personal social media accounts should be mindful that they are representatives of the City of Denver and should refrain from posting content that is not favorable to the City's interests.**
- **The library will not post or share advertisements for other businesses or organizations unless it is related to or in partnership with a library or City of Denver program or event.**

Although the Denver Library encourages comments from the public, social media sites are limited forums and are moderated by library staff for content.

Posts by the public on the Library's social media sites must adhere to the following guidelines:

- **The library is not responsible for user-generated content. A posted comment is the opinion of the user only. Publication of a comment does not imply endorsement or agreement by the Denver Public Library.**
- **Spam and commercial content will be removed. The Library will remove posts or comments used for campaigns,**

political, religious or commercial purposes or for soliciting funds. Gratuitous links to sites are viewed as spam and will result in removal.

- Individuals should not post anything that they do not have the right to post. The Library follows a notice-and-takedown procedure for complaints of copyright violation under the Digital Millennium Copyright Act.**
- Posts containing speech that is not protected by the First Amendment, such as copyright violations, obscenity, child pornography, defamatory or libelous comments, or imminent or true threats against the library/city, library/city staff or other users will be deleted. Individuals are fully responsible for libelous or defamatory comments. No harassing, stalking, abusive, or unlawful behavior will be tolerated.**
- The public should 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.**

Print, Television, and Radio Media

The official newspaper of the Denver Public Library is the Denver Forum. Articles on upcoming programs or other Library related stories can be sent to the Waverly Newspapers and/or the Waterloo Courier when appropriate.

All articles, newsletters, flyers, and advertisements on library related content must be approved by the Library Director before submitting for publication.

Requests for interviews or comment on Library related issues should be directed to the Library Director and/or the Library Board of Trustee President.

Press Releases To Media

The following personnel will be authorized to make statements to the media on policy, events, or decisions concerning the management of the library

- **Library Director**
- **Library Board of Trustee President**
- **Designated City Official (mayor, city manager)**

Statements made to the press must reflect the policies and decisions approved by the Denver Public Library Board of Trustees and not the opinions of individual board or staff members.

Adopted & Approved by The Denver Library Board of Trustees

Date: April 15, 2025

