



## **Shelby County Public Library Media Relations Policy**

*Adopted May 14, 2025*

Shelby County Public Library (SCPL) is committed to providing the community with transparent and current communication through interviews, recordings (audio and visual), photographs, and social media.

### **Library Spokespersons**

All contact with the media will be handled by the Library Director or Marketing Team. Those parties will designate an appropriate staff person for the request in order to provide the most current and consistent information. For instance, an inquiry related to the principals of a policy should be handled by the Director, while a question about a youth program at the Shelbyville branch would be referred to the Youth Services Department Head.

Spokespersons (employees who represent the library) are not permitted to speculate on any topic and are expected to refrain from expressing personal opinions about library policies or programs, even when asked by a reporter.

### **Individual and Commercial Photography and Recordings**

SCPL's primary mission is to provide services to the residents of Shelby County. Any photography or recording (defined as both video and audio recording) may not interfere with the provision of these services.

Individuals photographing or recording on library premises have the sole responsibility of obtaining the necessary releases and permissions from those involved (minors require the permission of the minor's legal guardian). SCPL undertakes no responsibility for obtaining these releases.

Individuals are subject to the library's Behavior Policy and may not disturb the normal operations of the library. Staff may terminate any photography or recording session that appears to compromise public safety or security.

Commercial photography is not permitted in the library. An exception may be granted with the express advance written permission of the Library Director, Assistant Director, or Board of Trustees President.

Community organizations holding scheduled events or meetings in library spaces may arrange for their own commercial photography or recording of their event. Commercial photography and



recording are restricted to the space reserved by the group, and the group is responsible for any necessary releases and permissions as noted above.

### **Library Representative Photography & Recordings**

SCPL reserves the right to document its services and the public's use of the library. Official representatives of SCPL may photograph or record (defined as both video and audio recording) within the library and at library-related events and activities. These photographs and recordings may be copied, displayed, telecast, and/or published (including on SCPL's website and social media) to promote and inform the public about the library.

If individuals wish to not have their photo or video taken or shared it is their responsibility to inform a library staff member or representative.

### **Public Social Media Rights & Responsibilities**

SCPL is committed to using social media to inform users about educational opportunities, library programs, events (including those co-sponsored with other organizations) and materials, as well as to encourage dialogue between users and library staff. Social media is defined here as websites and applications that enable users to create and share content or to participate in social networking. This includes, but is not limited to, Facebook, Instagram, X, YouTube, LinkedIn, and Pinterest. SCPL makes use of these platforms to communicate with and be easily accessible to the community.

All official library-represented social media platforms will be selected, curated, and moderated by those specifically designated by the Marketing Team. SCPL reserves the right to remove any content (posts, comments, tags, and/or images) that is deemed, in its sole view, to be inappropriate in nature. This includes, but is not limited to, content that contains:

- Abusive, harassing, or threatening language
- Illegal content, including copyrighted, trademarked, or plagiarized material
- Private or personal information, including phone numbers and addresses, or requests for personal information
- Unrelated commercial, advertising, political, or religious messages, including spam
- Solicitation of funds

SCPL also reserves the right to ban or block users who post such content.

Users of all ages must be cautious when they post on or view any social media. SCPL is not responsible for any misuse of personal information posted on social media. As with all other resources provided by SCPL, parents or guardians are responsible for the use by their children. The library does not act in place of a parent or guardian and is not responsible for enforcing any



restrictions upon minors that parent or guardian has placed. Parents or designated guardians who wish to limit or restrict the access of their children should personally oversee their use of social media.

By posting on the library's social media, users give the library permission to use their name, profile picture, and the content of any posting they make without compensation to them or liability on the part of the library. The library reserves the right to post pictures from library sponsored or co-sponsored programs on social media. SCPL will not identify members of the public in social media posts through accompanying text of photograph highlighting within the platform (typically called "tagging") without verbal or written consent. If the subject is under 18 years of age, consent must be given by the parent or legal guardian. The library is not responsible for members of the public being identified by third parties in comments or tagging.

SCPL does not collect, maintain, or otherwise use personal information stored in any third-party social media. Users may add or remove themselves from the library's list of followers at their discretion, according to the capabilities offered by such third-party sites. Users should be aware that third party sites have their own privacy policies and proceed accordingly. Social media used by the library includes opt-out form future contact.

By participating in SCPL's social media, each user and employee agrees to abide by the library's policies and all applicable federal, state, and local laws. Users also agree to indemnify the Shelby County Public Library, its Board of Trustees, and its employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) that arise out of or are related to the content posted by said user.

SCPL is responsible only for its own posts. The library is not responsible for the content, availability, or accuracy of posts or comments by users or any other entity or for any websites linked to or from the library's social media.

The library's social media may be considered records under Indiana Public laws. If requested, SCPL may be compelled to disclose public records to third-party requestors.