Media (and Social Media) Guidelines

Last reviewed 3/17/22

Inquiries
All media inquiries should be referred as soon as possible to the Director of Communications at communications@oppl.org.

Library spokesperson
The executive director serves as the official library spokesperson and conveys the official library position on issues of general library-wide significance or situations that are of a particularly controversial or sensitive nature.

Depending on the topic and circumstances, the executive director may designate another library staff member to serve as spokesperson on a particular issue.

In cases of critical significance to the library, the executive director will work with Communications to develop specific written talking points to detail the known facts of the situation and summarize the library’s position.

In the event of a crisis or emergency situation, the executive director will handle all contacts with the media and will coordinate the information flow from the library to the public. In such situations, all library staff members should refer calls from the media to the executive director.

Library staff and media
Have you been asked for a quote or an interview? Or to write about your professional perspective?

First, congratulations! We’re glad to hear you have an opportunity to share your expertise and increase your—and the library’s—exposure.

Second, please know the library’s Communications team is here to support you. Just email communications@oppl.org. Some examples of how the team can help:

- Find detailed answers to reporters’ follow-up questions or requests
- Shoot and share high-resolution photos and the appropriate format/version of library logos
- Share related content from oppl.org and more communications channels
- Share your final published work -- publicly and directly with your library peers.

Please email article links to communications@oppl.org.

When sharing a quote or interview, or when authoring an opinion piece or blog and identifying yourself as a library employee, the library asks as a general rule that you set a clear expectation between your opinion and the formal library position.

If your editorial work defines you as an Oak Park Public Library employee, please be sure to state: "Opinions and ideas expressed here are my own and do not reflect those of the Oak Park Public Library or its elected Board of Library Trustees."

**Social Media**

The library participates in social media. Speaking as a single organization, a team creates original content and shares content in support of the library’s strategic plans.

The library encourages all users to share thoughts and ideas, and reserves the right to hide posts and/or comments that may include:

- Spam
- Political candidate endorsements
- Off-topic comments
- Profanity
- Personal attacks

Content may be hidden (vs. deleted) to ensure transparency related to Freedom of Information Act requests. The library saves any hidden content on library drives for internal archival purposes.

Individual library staff members who choose to identify themselves as employees of the Oak Park Public Library should post or comment on library social media sites following the same professional guidelines and common sense that apply to all public conversations and interactions. Library staff members who choose to tag and/or link to library social media are subject to the same guidelines as the general public.