

UPPER MORELAND FREE PUBLIC LIBRARY

Revised:	
Next Review:	2 nd Qtr 2024
Reviewed	
Original:	06/09/2021

Management of a Media Crisis

I. POLICY

- A. The purpose of this policy is to establish guidelines within a media communication plan to address a media crisis.

- B. A media communication plan will be created, reviewed, and updated, if necessary, every three years by library management to ensure procedures include best practices such as but not limited to:
 - 1. Designation of the board president as the spokesperson to respond to media coverage and, in the absence of the board president, the designation of the director to act as the spokesperson
 - 2. Establishment of criteria to distinguish a media crisis from a published complaint by a disgruntled patron, trustee, or staff member
 - 3. Providing current training resources for the spokesperson and samples of suggested, standard external messaging
 - 4. Providing the UMFPL Social Media Policy
 - 5. Maintaining internal communication procedures to keep staff members and trustees informed
 - 6. UMFPL management and librarians establishing an ongoing relationship with local media networks

- C. All responses to a media crisis will be provided quickly and truthfully reflecting library core values.

II. DEFINITIONS

- A. Media includes both mass media and social media
 - 1. Mass media are communication outlets or tools used to store and deliver information or data such as, but are not limited to, print, broadcasting, and streaming.

UPPER MORELAND FREE PUBLIC LIBRARY

2. Social media may be any website or application which allows users to share information. Social media platforms can include, but are not limited to, blogging, instant messaging, social networking sites, wikis, or posts to patron reviews of library materials.
 - B. A media crisis refers to information published in mass media or social media that is likely to have a negative effect on the library's reputation or on an individual employee's reputation.
- III. **RESPONSIBILITY:** The director shall establish necessary procedures to comply with this policy.