

# **BETTENDORF PUBLIC LIBRARY INFORMATION CENTER COMMUNITY ENGAGEMENT and MARKETING POLICY**

## **PURPOSE**

The Bettendorf Public Library Information Center is “committed to providing access to information and ideas for all” and strives to increase public access and awareness of library services through community engagement and marketing activities.

The purpose of this policy is to define guidelines for:

- Provision of library services which occur *off-site*, away from the library facility, within the City of Bettendorf, including but not limited to: patron registrations; delivery of library materials to residential care facilities and senior housing communities; school visits; library programs, etc.
- Fostering community partnerships with: local organizations, service groups and agencies; Bettendorf schools and child-care facilities; artisans and technical specialists; and businesses which share values compatible with the Library’s mission.
- Promotion (marketing) activities intended to increase public awareness of library programs and services.

Community Engagement and Marketing Services are developed and facilitated by library staff, as assigned and overseen by library administration and management.

## **SERVICE COMPONENTS**

### **Off-site Delivery of Library Materials**

The Library’s Outreach Coordinator, as overseen by the Adult Services Manager, is responsible for facilitating off-site delivery of library materials to Bettendorf residential care facilities, senior housing communities, or homebound residents, at no charge.

Any Bettendorf resident requiring off-site delivery of library materials, either temporarily or permanently, may be eligible for this service. Caregivers of homebound residents may apply for off-site delivery of materials for those individuals under their care.

Requests for off-site delivery service should be directed to the Library’s Outreach Coordinator by phone, mail, e-mail, or in-person. Off-site delivery services will be provided by library staff only and scheduled based on staff availability.

### **Deposit Collections**

Limited collections of Large-print (type) books may be maintained at residential care facilities and senior housing communities.

\*Overdue fines do not accrue on items checked out/delivered to homebound patrons or items associated with off-site deposit collections.

## **Off-site Programs and Services**

### **1. Programming/promotion of Youth Services within Bettendorf Schools and Childcare Facilities**

The Library's *School Liaison Librarian* and *Young Adult Librarian* are responsible for planning and facilitating library programs in cooperation with Bettendorf schools. Additional services such as book talks, literacy programs, curriculum support, and resource sharing can be arranged through the Library's Youth Services Department. Youth Services support staff may provide children's story-times at local schools and childcare facilities, as assigned and based on staff availability.

Youth Services staff may promote additional library programs and resources at Bettendorf school locations, including seasonal reading programs and various library services. All Youth Services activities and programs are developed and facilitated, as determined by the Youth Services Manager.

### **2. Programming/promotion of Library Services in Cooperation with Outside Agencies or Individuals**

Library staff may provide programming and services in cooperation with community groups, agencies, businesses, individuals, or other area libraries sharing values compatible with the Library's mission, as determined by the Library Director or his/her designee.

### **3. Off-site Patron Registrations (Library Cards)**

Library staff may register patrons for library cards at various off-site locations utilizing the Library's web-based registration software. Off-site registration events must be scheduled in advance and will be coordinated by library division management staff. Please see *Circulation Policy* for general registration requirements.

## **Other Services**

*Service Provided by the Iowa Department for the Blind and Physically Handicapped*

The Bettendorf Public Library Information Center is a participating agency location partnering with the Iowa Department for the Blind and Physically Handicapped. Residents eligible for this free service can receive assistance in the program application process through the Library's Outreach Coordinator.

Additional information on this program can be found at the website for the Iowa Department for the Blind and Physically Handicapped at [www.blind.state.ia.us/library](http://www.blind.state.ia.us/library) .

## **MARKETING/PROMOTION OF LIBRARY SERVICES, PROGRAMS AND ACTIVITIES**

Marketing (Promotion) of library services is facilitated under the supervision of the Library's division management staff, with the intention of increasing public awareness of library programs, activities and resources.

Library services may be promoted through various media outlets, online resources, print materials, digital signage, and the Library's website, etc. All library-generated publicity or promotional materials must be directly related to library activities or services, comply with the Library's brand-specific marketing guidelines, and receive approval by the Library Director or his/her designee prior to distribution.

All requests made by the media to publicize or report on library programs, services, or activities should be submitted to the Library Director or his/her designee, for advance approval.

The Bettendorf Public Library Information Center's logo and website are trademarked and may not be used or replicated, in whole or in part, without the express permission of the Library Director.

## **SOCIAL MEDIA**

The Bettendorf Public Library Information Center may utilize social networking sites including, but not limited to, blogs, applications, and video sharing, to further its mission "to *provide free and equal access to information and ideas for all*" and market library services to the public.

The intended purpose of social networking/media services is to disseminate information from the Library to library patrons and the public. Since Bettendorf Public Library's online presence reflects and extends library programming and services, the goals of the Library's social networking sites mirror those found in the Library's *Program Development Policy*. Additionally, the Library's Social Media guidelines comply with the City of Bettendorf's *Social Media Policy*, as applicable.

### ***Acceptable Use Guidelines***

Acceptable use guidelines for comments posted to Bettendorf Public Library Information Center's social media/networking sites will comply with requirements defined and supported by the City of Bettendorf's *Social Media Policy*.\*.

Postings deemed inappropriate\* or in violation of library/city policy will be removed, as soon as possible, and without prior notice, by authority of the Library Director or his/her designee. Library staff is responsible for monitoring and maintaining all library social media activities, as authorized.

Any use of the "like" feature between Bettendorf Public Library Information Center and a private person does not indicate endorsement of that person's actions or comments. If a user continues to post inappropriate items after being warned of a violation in "*Acceptable Use*", that user may be banned from the site.

The Library does not act in place of, or in the absence of, a parent and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of these services. Parents or legal guardians are responsible for supervising use of this service by their minor children.

All library social media sites shall adhere to applicable federal, state and local laws. Posting on Bettendorf Public Library Information Center's social media/networking sites implies agreement with all library policies and the guidelines stated therein. Please see the Library's *Rules of Conduct* and *Computer and Electronic Access* policies for general library conduct and usage guidelines, and the City of Bettendorf's *Social Media Policy*.

**Staff Guidelines**

Employees representing the Library via library social media sites must conduct themselves at all times as a representative of the Library and City of Bettendorf, and in accordance with all library and city policies.

When a library employee responds to a comment, in his/her capacity as an employee of the City of Bettendorf, the employee's name and title should be made available. The employee should not share personal information about himself/herself, or other city employees or patrons.

**Disclaimer**

The Library disclaims any and all responsibility and/or liability for any materials deemed inappropriate for posting which cannot be removed in an expeditious and otherwise timely manner. Any comment posted by a member of the public on any of the Library's social media sites is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Library or City of Bettendorf, nor do such comments necessarily reflect the opinions or policies of the Bettendorf Public Library Information Center.

*\*As stated within the City of Bettendorf's Social Media Policy*

Approved the Board of Trustees

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