



Hollis Social Library • 2 Monument Square • Hollis, NH 03049
Phone: (603) 465-7721 • Fax: (603) 465-3507 • hollislibrary.org

Hollis Social Library: Media Relations Policy

A. General Statement

1. The primary goals of this policy are:
 - a. To promote the Hollis Social Library's objectives and services to the community, including governing officials, civic leaders, and the general public.
 - b. To promote active participation by people of all ages in the varied services offered by the Library.
 - c. To ensure that accurate and timely information about the Library is relayed to the public regarding the day-to-day programming, controversial, or other issues that may arise regarding the Library or during an emergency situation.
2. The Library Director and the Chair of the Board of Trustees are the official designated Library spokespersons. However, the Board urges its own members and every staff member to realize that they represent the Library in every public contact.

B. Approach

1. The Library staff will make use of a variety of media to promote Library news, programs, and services. By coordinating the message and being prepared, the Library can use the media to help spread its message to the larger population.
2. The Library Director or designee may initiate contact with media outlets to promote programs, share success stories, or announce new services.
3. When speaking to the public or media, the Library Director, or designee, or Library Board of Trustees spokesperson, must clarify when their remarks reflect a personal opinion or represent an official position.
4. Media contacts, inquiries, and responses will be logged or documented by the Library Director or designee to ensure consistency and provide a reference for future communication.

C. Library Spokesperson

1. In order to provide the most current and consistent information about the Library, inquiries from news media will be directed to the Library Director or a designee. If these Library contact persons are

unavailable, Library staff will take a message from the media and convey it to the Director, or designee, at the earliest opportunity.

2. When receiving requests for specific program information, the Director, or designee, may decide to put the media in contact with the Library staff member responsible for the program.
3. Individual Library staff may not speak to the media on behalf of the Library unless authorized to do so. Library staff must be aware that they are always seen as speaking from a position of authority even when they designate comments as opinions.
4. Library staff may not speak on behalf of the Library on personal social media accounts unless explicitly authorized. When identifying as a Library employee online, staff should clarify that opinions expressed are their own and not official Library positions.

D. Trustee Spokesperson

1. The Chair of the Board is the spokesperson for the Library Board of Trustees. Individual Library Trustees may not speak to the public or media on behalf of the Library Board of Trustees unless authorized by the Board to do so.

E. Crisis Communication

1. The Library Director, or designee, is the only person authorized to release information on behalf of the Library when an emergency occurs or there is media interest in controversial or issues or incidences. This spokesperson will coordinate information and the release of information with the appropriate Town of Hollis departments as necessary.
2. During and after an emergency situation, Library employees, volunteers, board members:
 - a. Will not respond to media or public information requests.
 - b. Will refer all public and media inquiries and information requests to the Library Director or Director's designee.
 - c. In the absence of the Library Director, or Director's designate, will refer all public and media inquiries and information requests to Hollis Police Department or Hollis Fire Department, or other on-scene agency spokesperson as appropriate.
 - d. Will not discuss or speculate on the cause, consequences, events, impact, or personnel involved with the situation.
 - e. Will not communicate about the emergency on social media.
 - f. Will not disseminate photos on social media.

F. Training and Policy Review

1. The Library may provide training or communication guidance to designated spokespersons to support effective and consistent interaction with the media.
2. This policy shall be reviewed every three years by the Library Director and Board of Trustees to ensure accuracy and relevance. It may also be reviewed at any time should the need arise.

Approved: September 12, 2022

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