



MARKETING & SOCIAL MEDIA POLICY

Prairie-River Library District

Purpose: The Prairie River Library District (referred to as PRLD from this point forward) is governed by an elected Board of Trustees. Idaho Code 33-2720 authorizes the Board of Trustees to establish policies for the administration, operation, and use of the library or libraries under its control. PRLD undertakes marketing efforts and utilizes social media to increase awareness of and accessibility to its programs and services in order to achieve its mission. PRLD social media is intended to provide a platform for sharing ideas, opinions, and information about library related subjects and issues. This policy provides a framework for civil, effective, and ethical engagement in social media activities by authorized library staff and external users.

Scope: All official library marketing and public-facing communications, including flyers, social media posts, advertisements, graphics, and promotional materials, are coordinated through Library Administration to ensure consistency, accuracy, accessibility, and appropriate use of the library's name and brand.

Branches and individual staff may not create or publish marketing materials on the District's behalf unless directed so by Library Administration. No staff may use generative AI for marketing purposes on behalf of the library without prior approval from Administration. Any AI-generated or AI-assisted content intended for public distribution must be reviewed and approved by Administration before it is posted, printed, or otherwise shared.

Guidelines for Users: In order to promote a safe, inclusive and positive environment for patrons, community members and staff content posted by any users or online visitors may be subject to removal if the content contains any of the following: A. Unacceptable behavior that may result in the removal of a post or the temporary blocking of a user includes but is not limited to types of speech not protected by the First Amendment: 1. Obscenity 2. Fraud 3. Child Pornography 4. Speech integral to illegal conduct 5. Speech that incites imminent lawless action 6. Speech that violates intellectual property law 7. True threats 8. Commercial speech such as advertising 9. Defamatory speech Social Media as Public Record The Prairie River Library District's social media sites may be considered public records under Idaho law. Content deemed inappropriate by PRLD per the above guidelines shall be documented by screenshot or print-out and then be removed immediately. Enforcement Through the authority of the Board of

Trustees, the Director and any designee of the Director will enforce the guidelines and regulations as outlined in this policy.

Adoption Date: June 28, 2022

Updated: August 25th, 2026