

KENNEDY LIBRARY COMMUNICATIONS

A communications handbook for staff,
faculty and students who contribute to the
library's voice on social media or
have contact with
the press.

Please contact Karen Lauritsen, klaurits@calpoly.edu or (67549),
communications and public programs coordinator, with questions or comments.

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A green speech bubble graphic with a white outline and a small tail pointing towards the bottom right. The text "PRESS COMMUNICATION" is centered inside the bubble in white, bold, uppercase letters.

**PRESS
COMMUNICATION**

1.1. INITIAL CONTACT

Today you've been contacted by a reporter via phone, email or in-person. What do you do?

Please consult this guide when contacted by the press!

A timely response is important (within the day, if possible).

Here's what you can say: "Thank you for your interest. Please give me your contact information and the best person to talk to about this will get back to you today." Even if the most appropriate person to talk to the reporter is you, this will allow time for the next steps. *Please assure the reporter we will get back to them.*

Interviews are often an opportunity to share our strategic messaging with important audiences both on and off campus.

Planning for what you want to say can make a big difference in the resulting write up or interview. It can also help to role-play or talk it out, which I'm happy to do.

Since we don't get the chance to review stories before they go public (so that we can clarify a misunderstanding, for example), the best we can do is prepare well.

Please contact Karen Lauritsen with questions at (67549).

1.2. BEFORE AN INTERVIEW

Before you give an interview, alert others and prepare.

1.2.1. Alert

Who should know I've been contacted by a reporter?

Your supervisor, the XTeam and Karen Lauritsen. We may need to let certain people know in advance of a story.

Who is the appropriate contact for the reporter?

We all like to offer helpful information! However, sometimes someone else may be a better contact because they may be more familiar with the issue or can offer greater context. Please ask your supervisor before talking to a reporter. Some matters are best left to Public Affairs or Cal Poly Police. If there is an emergency or crisis situation, they are likely the best contacts for the press. Simply say, "I can't comment on that. Please speak to someone in Administration in room 204."

If camera crews are requesting access to the library, please notify Administration, who will need to talk with Public Affairs.

1.2.2. Prepare

Who needs to be acknowledged when I talk to the reporter?

We do a lot of awesome stuff together. It can be easy to forget to recognize the team of people who helped make it happen. A list may help, with specific information about who did what.

What key messages do I want to share about the library /this project?

Depending on what outlet you're talking to and who their primary audience is, the message may shift. During the interview, there may be an opportunity to speak specifically to how the library is supporting the campus and certain Cal Poly strategic imperatives.

Most likely you'll only get the chance to say one or two things, so it's important to prioritize messages. It's helpful to develop three sound bites that you want to say. You don't have to figure those out on your own!

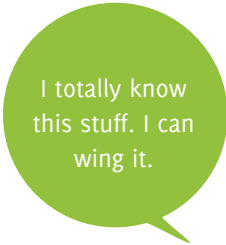


What popular questions can I anticipate and what are my responses?

Think about the 5Ws (who, what, where, when, why) and how. The “why” is likely the opportunity for you to communicate key messages.

It's very possible that a reporter may not ask a question you want to answer, which is another reason to consider what you'd like to say in advance. You may be able to

offer that information even if the question isn't asked. For example, “I can't speak to X, but I can tell you Y.”



I totally know this stuff. I can wing it.

When you're intimately involved with a project, you may be tempted to wing it because you know it inside and out. However, that can result in giving a lot of detail (exposition) rather than a focused message.

Talking in **short sentences** means less opportunity for misinterpretation or fragmentation of what you intended to say.

Reporters sometimes lead with the **most interesting rather than the most important** (which are often different things and are subjective to begin with). It can be helpful to keep that in mind when considering both what to share and how to frame it. Something you say offhand may end up being the lead to the story.

Please let me know how I can be helpful. Your suggestions are welcome!

In addition, if you know particular outlets that may be interested in our stories, I welcome suggestions of who to reach out to about a topic.



**KENNEDY LIBRARY
SOCIAL MEDIA**

2.1. OVERVIEW

*We are on Facebook, Twitter, Flickr, Wordpress, Pinterest, Goodreads and Vimeo.
Requests? Questions? Contact Karen Lauritsen, klaurits@calpoly.edu (67549)*



facebook.com/KennedyLibrary
facebook.com/calpolysciencecafe



twitter.com/REKLibrary



flickr.com/photos/kennedylibrary



lib.calpoly.edu/blog/outloud



pinterest.com/calpolyslo



goodreads.com/kennedylibrary



vimeo.com/kennedylibrary

2.2. MISSION/GOAL

Our aim is to build a supportive and welcoming academic community.

Our presence on social media is inclusive and informative.

Our primary audiences are students, faculty and the Cal Poly community.

All that said, we also want to have:



2.3. GUIDELINES

Here are guidelines for how to communicate on our social media. Since we have several channels and several people communicating through those channels, these guidelines are designed to create a unified library voice. There is no campus standard.

These guidelines are for all social media channels, but particularly Facebook and Twitter.

Please contact Karen Lauritsen, klaurits@calpoly.edu (67549) with feedback.

2.3.1. Posting

Balance posts between about what we do (promotional, for example a librarian receives an award) and about students (services).

2.3.1.1. Identity

We are Robert E. Kennedy Library or Kennedy Library.

We are *not* REKL or Cal Poly Library or other variations.

2.3.1.2. Voice

Friendly, short, specific messages work well. Questions that encourage response usually result in more interaction. Yet, while we want to be conversational, please maintain a slightly detached, “adult” voice.

Use the collective “we” when referring to the library rather than the first person. However, the emphasis is on the user. For example, in a post we’d emphasize that it’s “at your library” not “at our library.” The students, faculty and community we’re talking with are primary.

2.3.1.3. Grammar

Use proper grammar, punctuation and spelling. Some abbreviation is okay, especially on Twitter. If you use library in a sentence it’s lowercase unless preceded by Kennedy. Avoid slang and questionable language (including from sources and links). Locations are lowercase unless named.

2.3.1.4. Emoticons

Use sparingly.

2.3.1.5. Outside Links

Outside links are usually shared only when related to an approved message. For example, we shared Drop, Cover, Hold! information because the campus was participating in the Great Shakeout and the XTeam requested related messaging.

2.3.1.6. Examples

We're happy to see so many of you in the atrium on this beautiful day! Join us in the Data Studio (111C) for COSAM tutoring from 9-11am. We love that you love your library! (*not*: We love that you love your Library!) We love that you love Kennedy Library!

2.3.1.7. Photos

Photos are a fan favorite! So, we love posting photos. Please remember people who appear in our photos need to sign releases, with the exception of photos taken at public events.

**Robert E. Kennedy Library, Cal Poly**
November 8, 2012

Happening now! Michael Newton, co-founder of Guayaki Yerba Mate and a Cal Poly alum is here near Julian's.



Like · Comment · Share 11 5 1

11 people like this.

**Ryan McLeod** Tell him to get Guayaki fruit teas back in Campus Market, campus dining, and the vending machines and at Julian's!
It used to be one of the only things I'd buy on campus...
November 8, 2012 at 4:28pm · Like

**Robert E. Kennedy Library, Cal Poly** We can pass it on, Ryan!
November 8, 2012 at 4:29pm · Like

**Ryan McLeod** Much appreciated, thanks 😊
November 8, 2012 at 4:30pm · Edited · Like

**Austin Zuffi** doooooodes i wanna be there. is he still there?
November 8, 2012 at 7:38pm · Like

**Robert E. Kennedy Library, Cal Poly** We hope you were able to make it, Austin!
November 9, 2012 at 6:18am · Like · 1

2.3.2. Guiding Questions

It may be useful to ask yourself guiding questions when considering a post:

Does it support academic success?

Since we're an academic library we want to emphasize what we do to support student and faculty success. There is a lot to choose from! For example: Services, teaching, public programs, talks in the Data Studio, exhibit openings, special collections, tutoring, facilities updates, videos, podcasts, blog posts... We also post service announcements for library partners. Use a library link, when possible.

Is this useful information?

Please post facilities updates, service reminders and exceptional circumstances. For example, if Internet access is interrupted, let people know we're working on it. Please be sure to share only well-researched information you know to be true by confirming it with your supervisor or member of the XTeam.

Who else may care about this?

Posting library events, exhibits and information (for example, about the design work for Banned Books Week) to related sites can help get the word out. Please discuss with Karen Lauritsen. It's best to word the messages as an enthusiastic offer with a link, depending on the sharing guidelines of the site you're sharing to.

Who asked me to post?

Typically, we stick to sharing library information. As a way to remain impartial and neutral, we usually don't share campus, athletic or college events and information. That said, sometimes the XTeam will request messages to support outside programs based on an agreement with that program or event.

2.3.3. Responding and engaging with users

2.3.3.1. Negative comments

Our community self-monitors very well. We don't delete comments unless they can be considered hate speech or excessive language, which is rare. If you have questions about a comment, please consult with Karen Lauritsen or the XTeam.

2.3.3.2. Feedback

Preferably address feedback in the same business day or within 24 hours, after researching the issue with the supervisor in the know. For example, if outlets aren't working, please check in with Dale about what would be an accurately worded post.

Sometimes, depending on the tone of the comment, we wait to reply or (rarely) don't reply. Often, other users will reply and engage. An example of this was when we posted about cash prizes for the student video competition. A user commented that it wasn't a good use of money (as they were voting on the student success fee). Another student replied that it was from other funds.

We can step out of the way and be a place where people speak freely with one another.

2.4. FLICKR



Requests? Questions? Contact Patrick Kammermeyer, pkammerm@calpoly.edu (61403)

2.4.1. Planning a Photo Shoot

Each photo shoot should have a basic “Shot List” indicating the essential shots. Review the Shot List and make sure that these shots are captured as a minimum.

Ask the event coordinator for more info, if needed.

Photographers, please not any images posted to Kennedy Library’s Flickr become property of Kennedy Library.

2.4.1.1. Talk or Discussion Panel Event (Example: Cal Poly Authors)

3-4 Presenter groups shots (Landscape)

3-4 Individual shots of presenters in action (Portrait & Landscape)

3-4 Q&A shots of audience (Portrait & Landscape)



2.4.1.2. Interactive Event or Workshop (Example: Science Cafe)

3-4 Presenter groups shots (Landscape)

3-4 Individual shots of presenters in action (Portrait & Landscape)

5-10 Various group activity shots (Landscape)

3-4 Q&A shots of audience (Portrait & Landscape)



2.4.1.3. Other important checklist items:

Make sure batteries are charged and memory card has sufficient storage capacity

Check camera settings for appropriate white balance (e.g., sunlight, tungsten, etc.)

Check that camera is set to highest JPG resolution setting (not RAW)

Make sure you have Photo Release forms with you to use whenever appropriate

2.4.1.4. Photo Release

We need a signed Photo Release for all non-public event shots. For example, if taking a photo of a student studying, you must 1) Ask first and 2) Get a signed release. You don't need the audience at a Science Café to sign releases, since it's a public gathering.

Give signed releases to Administration to store.

Personal Image and Voice Release Agreement

I, _____ hereby
release to California Polytechnic State University San Luis Obispo
(University), the use of my image and/or voice described herein:

for use and reproduction by the University for representation, publicity,
and/or promotional purposes.

Such release is made without consideration beyond acknowledgement by
the University of this release agreement.

This release agreement is intended to discharge the State of California,
Trustees of the California State University, California Polytechnic State
University, officers, employees, students and volunteers of each from and
against any and all liability arising out of or connected in any way with this
release even though that liability may arise out of the negligence or carelessness
on the part of persons or agencies mentioned above.

I understand that institutional data (including images and voice) may be
protected under state and/or federal privacy acts (including but not limited
to the Family Educational rights and Privacy Act), nevertheless, I agree to
assume the risks of authorizing the University to use my image and release
and hold harmless any of the persons or agencies mentioned above who
(through negligence or carelessness) might otherwise be liable to me (or my
heirs or assigns) for damages. It is further understood and agreed that this
Release Agreement is to be binding on my heirs and assigns.

I have read this entire Release Agreement and I fully understand and agree
to be legally bound by it.

This is a release of your rights. Read Carefully before signing.

Releasor's Signature _____

Address _____

Phone _____

2.4.2. Shooting Tips

The library interior is not an ideal environment for taking photographs. A few things to keep in mind:

- Avoid shots that point to exterior windows
- Faces and fronts are generally better than backs
- Avoid shots of people eating
- Avoid shots from below the subject
- Avoid squints and blinks

2.4.3. Post Production

Editing photos should be kept to the basics: cropping and minor color correction. (Photoshop's Auto Color usually does a great job.)

Always work on, and upload, the highest resolution image.

2.4.4. Uploading

Upload photos corresponding to the Shot List, and a few additional creative shots. In general, we want to select and upload a few of the highest quality shots.

Make use of Flickr's batch uploading features to name, tag, and categorize photos. (Flickr can also adjust rotation on images.)

If you have any doubt about an uploaded photo, set it to private and review with someone in the Communications Group.

2.4.4.1. Tags

Please use the following standard tags wherever appropriate. As a general rule, use additional tags to further describe more detail about the photo. More tags are good! (Some of these tags may be most relevant for our internal use.)

- Robert E. Kennedy Library
- [Library Dept.]
- [Event Name]
- Atrium
- Books
- Fishbowls
- Whiteboards
- Student
- Staff
- Faculty
- Campus Partner

- Cal Poly
- San Luis Obispo
- Gallery

2.4.4.2. Sets and Collections

Sets contain related photos. **Collections** contain Sets and/or other Collections.

The following 4 top-level Collections have been established to simplify navigation:

- Events
- Exhibits
- Library Building
- Campus
- Create additional Sets or Collections under these 4 Collections.

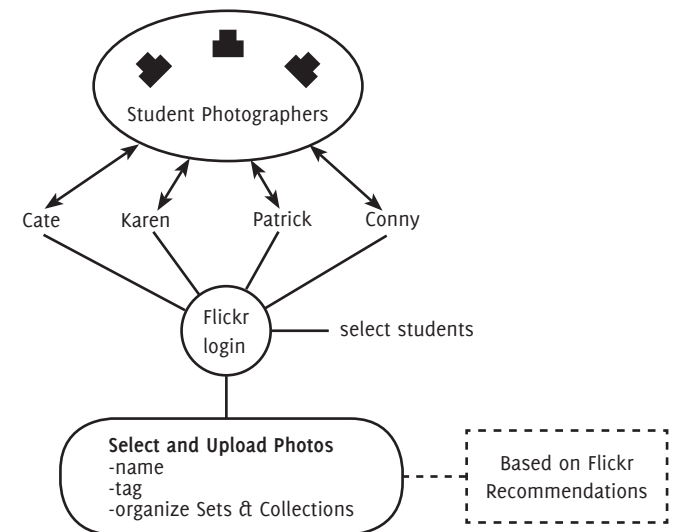
2.4.4.3. Image Naming and Descriptions

Always name images with some descriptive wording. Never leave the image name as the default camera name (e.g., IMG_0233).

Image descriptions should be created whenever names and tags will not sufficiently describe the photo.

2.4.4.4. Flickr Account

Change Admin password once a year.



2.5. TWITTER

Requests? Questions? Contact Kristin Thorp, klthorp@calpoly.edu (67581) or Conny Liegl, cliegl@calpoly.edu (67544)

Twitter is primarily used to promote upcoming library events, document those events, share library information and promote Goodreads.

2.5.1. Hashtags

Events have hashtags (#cpauthors #cpscicafe #cpexhibits)

2.5.2. Examples



2.5.3. Live Tweeting

Live Tweeting events creates a snapshot of the event by highlighting quotes, memorable moments. We will also be able to retweet our follower's tweets on the event. This is a great way to extend the conversation and keep a record.



2.5.4. Photos

Photos are great!



2.5.5. Useful Information

Useful for informational purposes such as hour changes, Internet disruption, etc. (#REKnews)



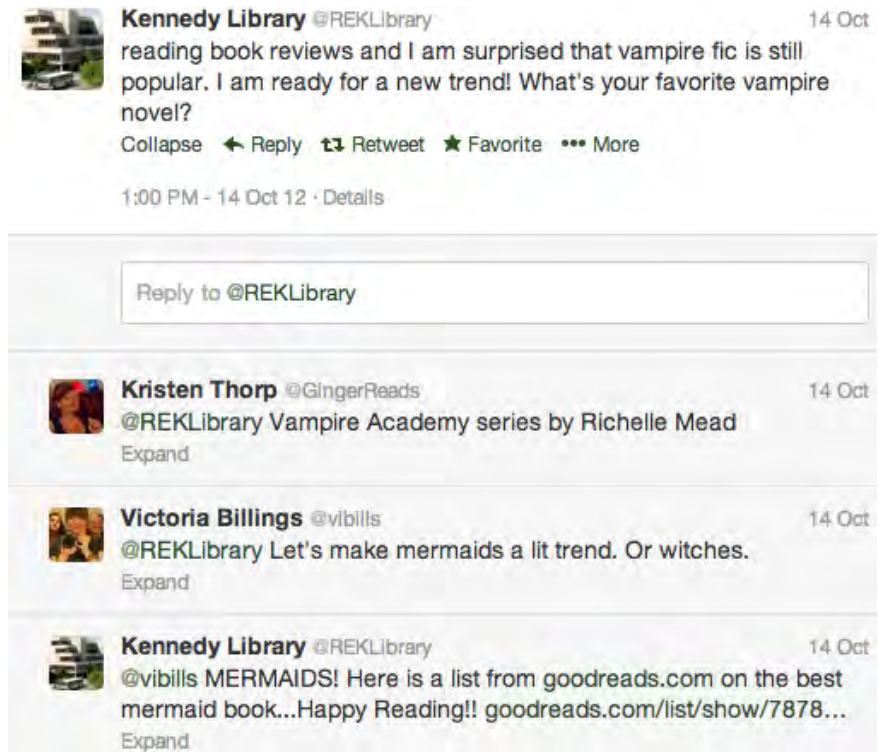
2.5.6. GoodReads

Promoting "GoodReads" collection (#reading)

Highlight "Currently Reading" books from GoodReads. This will promote the goodreads.com account as well as the collection.



Help students find their next read by communicating with them and providing suggestions



2.6. KENNEDY LIBRARY OUT LOUD

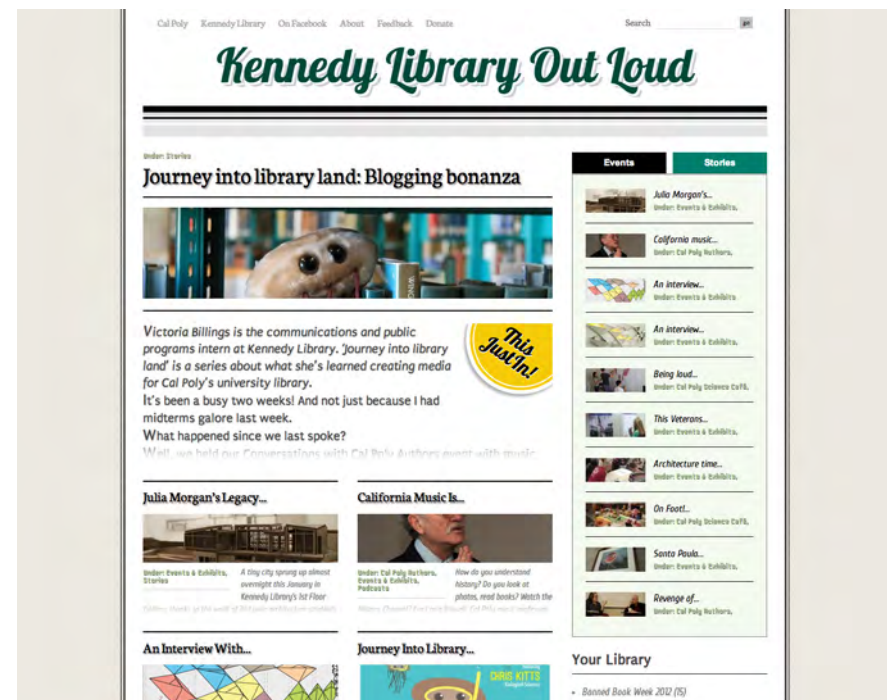
Kennedy Library is on Wordpress at lib.calpoly.edu/blog/outloud

We welcome contributors to the Out Loud blog! If you'd like to write a post or become a regular contributor, please contact Karen Lauritsen (67549). Faculty, staff and students are welcome. Please read the blog for a sense of the space.

2.6.1. Guidelines

- 200-400 words
- First person voice
- Humor welcome
- If on the longer side, consider including section headers
- Titles and section headers are in standard case: (Kennedy Library welcomes live mustang *not* Kennedy Library Welcomes Live Mustang)
- Especially exciting if story links to some strategic imperative like Learn by Doing

Posts may be edited for consistency and grammar. You can review your edited posts before they are published. Podcasts are also shared on our blog.

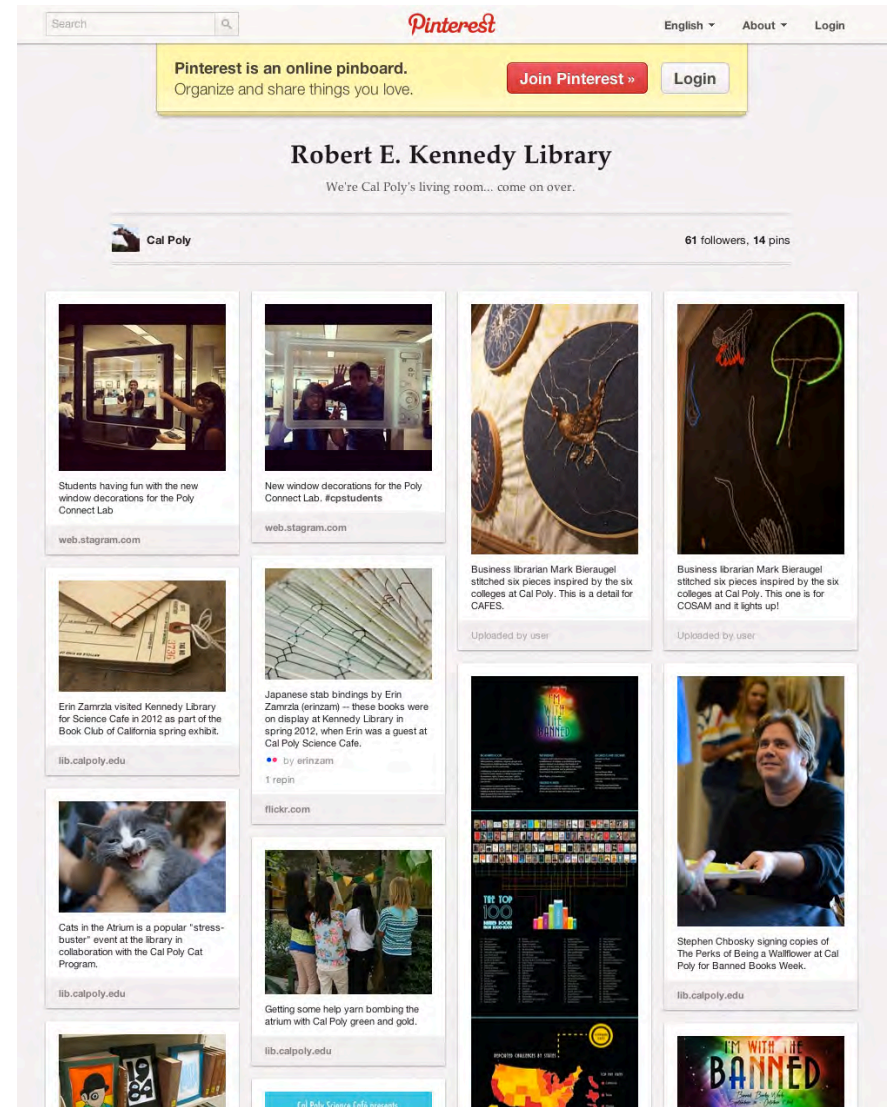


2.7. OTHER ACCOUNTS

Kennedy Library is on *Pinterest*, *Goodreads*, *Vimeo*.

2.7.1. Pinterest

Kennedy Library is on *Pinterest* as part of the Cal Poly Pinterest account. Login was generated through Cal Poly Public Affairs and is shared with many departments on campus. This is on a pilot basis.`



2.7.2. Goodreads

Kennedy Library is on *Goodreads*, a place for book reviews. All readers in the library are welcome to submit reviews to be posted to Goodreads. Please send to Kristen Thorp at klthorp@calpoly.edu or (67581)

The screenshot shows the Goodreads profile for Robert E. Kennedy Library. At the top, there's a navigation bar with links like Home, My Books, Friends, Recommendations, and Explore. The profile header includes the library's name, a sign-in prompt, and a link to the library's website. Below this, there's a section for the library's new-january-2013 shelf, displaying a row of book covers. The 'Bookselves' section lists various categories like 'read', 'currently-reading', 'to-read', etc., with their respective counts. The 'Currently Reading' section features a book titled 'Alice in Zombieland (The White Rabbit Chronicles, #1)' by Gena Showalter. The 'Recent Updates' section shows a list of books added to the library's 'to-read' list, including 'Through the Ever Night' and 'Confessions of a Murder Suspect'. A 'Friends' section lists several individuals, including Kristen Thorp, Jan, Valerie, Blues Chick, Grace, Maggie, Danny McCaffrey, and Michele. A 'Sponsored Books' section at the bottom promotes 'If I Loved You' and 'Subway Noise'.

2.7.3. Vimeo

Kennedy Library is on *Vimeo*. Obviously, in this space the primary communication is via video. The videos, their brief descriptions and metadata are also posted to Cal Poly YouTube. Please contact Patrick Kammermeyer and Karen Lauritsen with questions.

The screenshot shows the Vimeo profile for Robert E. Kennedy Library. The header includes the Vimeo logo, a 'Join' button, and links for Log In, Create, Watch, and Upload. The profile header displays the library's name, a 'PLUS' badge, and a brief description. Below this, there's a section for 'Recently Uploaded' videos, featuring thumbnails and titles like 'Pyroprints! Fingerprinting Bacteria' and 'Installation: Learning is Infectious (space)'. A 'Browse & Connect' sidebar on the right shows '45 Videos', '4 Channels', and '1 Album'. A 'Recently Followed' section indicates that the library has not followed anyone yet. A 'Recent Activity' section shows a list of recent interactions, including a video by Jose Pedreros Prado and a video by Ryan. A 'Need Help?' section at the bottom provides links for help and FAQ.

2.8. ADMIN DIRECTORY

Here are people (and their roles) with access to various Kennedy Library social media, below.

2.8.1. Facebook

We use Facebook to communicate with our community, share updates and photos and respond to feedback.

Karen Lauritsen (public programs)

Conny Liegl (facilities/IT, including hours)

Cheryl May (backup)

Kristen Thorp also has access for Goodreads posts

Karen Lauritsen/Conny both also do conversational posts, holiday wishes, feedback...

Login from individual user accounts.

2.8.2. Flickr

We use Flickr to upload, store and share photos with our community and for our own projects.

Patrick Kammermeyer (admin)

Karen Lauritsen

Conny Liegl

Cate Trujillo

LIT student assistant

Login keychain stored in LIT. Alias: lib-flickr@calpoly.edu

2.8.3. Goodreads

For the love of reading! To encourage a reading community.

Kristen Thorp (who also publishes Goodreads content to Facebook)

Michele Wyngard

Login from individual user accounts.

2.8.4. Kennedy Library Outloud

To share stories and media. This is where our podcasts live.

Patrick Kammermeyer (admin, podcasts)

Karen Lauritsen (admin, features)

Conny Liegl (admin, web design updates)

lib-web team.

Victoria Billings, comm/public program student assistant (author, features)

Michele Wyngard (author, Banned Book Week)

We welcome authors!

Login generated by lib-web.

2.8.5. Vimeo

Our way to share videos online in one place that we organize.

Patrick Kammermeyer (admin, upload media)

Karen Lauritsen (admin, copy)

Conny Liegl (admin access)

Individually login with unique user name, but with shared password.

2.8.6. Cal Poly YouTube

Our way to share videos online that adds our voice to the Cal Poly channel.

Patrick Kammermeyer (admin)

Login shared with Patrick by Cal Poly Public Affairs. Karen Lauritsen also has login info.

2.8.7. Twitter

Pilot program, AY2012-2013.

Kristen Thorp (admin)

Conny Liegl (admin)

2.8.8. Pinterest

Pilot program AY2012-2013 (as part of Cal Poly Pinterest, a joint effort through Public Affairs).

Kristen Thorp (admin)

Karen Lauritsen

One Kennedy Library board.

The username is CalPolySLO; affiliated email address is polynews@calpoly.edu

DESIGNED BY
FIONA FUNG