

## Administrative Rules

Created: 7-26-2007

### Rule 3.2 Communication Utilizing Internet Functionality

Edited  
*Approved*

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## Overview and General Rules

### I. PURPOSE

Communication utilizing Internet functionality can be effectively utilized to promote public library service. Websites, blogs, chat rooms, and similar applications can be developed on third-party sites at little or no cost. The purpose of this rule is to establish guidelines and an approval process to ensure that such WEB based communication conforms to District goals and standards.

### II. PROCEDURES AND GUIDELINES

District employees wishing to utilize Internet functionality to describe or promote the Deschutes Public Library shall prepare a written proposal that describes:

- ◆ The functionality and location (Example: blog on YouTube)
- ◆ The goal and audience (Example: promote summer reading to teens)
- ◆ The design and content
- ◆ The procedures to ensure quality, accuracy, currency, and alignment with the District's goals and mission
- ◆ Staff accountability and time allocation

The written proposal will be submitted for approval as follows:

- ◆ Proposals will be submitted to the employee's department manager for written comment
- ◆ Proposals pertaining to adult services will be submitted to the Adult Services manager for written comment
- ◆ Proposals pertaining to youth services will be submitted to the Youth Services manager for written comment
- ◆ Proposals with written comments will be forwarded to the Community Relations Manager
- ◆ The Community Relations Manager will submit recommended proposals with the written comments to the Library Director for final approval

The following criteria will be considered during the approval process

- ◆ Alignment with the goals and mission of the Library District
- ◆ Likely effectiveness in achieving the stated goals
- ◆ Sustainable procedures to ensure quality, accuracy, and currency
- ◆ Availability of staffing and other resources
- ◆ Best practices in public libraries