

2.15 Communication

1.0	Purpose	4
2.0	Scope	4
3.0	Definitions	4
4.0	Related policies and procedures	4
5.0	References	4
6.0	Exceptions	4
7.0	Responsibilities	4
8.0	Policy	5
9.0	Procedures	5
9.1.	Tone of Voice	5
9.2.	Plagiarism	5
9.3.	Attribution	6
9.4.	Social Media	6
9.5.	Communications Plan	6
9.6.	Website	7
9.7.	Managing Quality of Publications	7
9.8.	Publication submissions	7
9.9.	Public speaking / Media	7
9.10.	Advertising	7
9.11.	Content from other Library groups	8
9.12.	Communication by Email	8
9.13.	Using our platforms to publicise LIANZA initiatives	9
9.14.	Use of Te Reo	9
9.15.	Use of images	9
9.16.	Library Life	10
9.17.	NZLIMJ	10
9.18.	Libraries in Aotearoa	11
10.0	Review	11
11.0	Attachments	11
	Library Life Editor Job Description	12



*Library and Information Association
of New Zealand Aotearoa
Te Rau Herenga O Aotearoa*

1.0 Purpose

To ensure that LIANZA maintains a professional level of communications at all times, suitable for its position as peak body of the Library and Information profession; and to ensure that all individuals undertaking communications on the part of LIANZA clearly understand what is required of them in their role.

2.0 Scope

This applies to all communications made on behalf of LIANZA, whether by a member of council, working group, SIG or Regional Group, general member, or the office.

3.0 Definitions

LIANZA	Library and Information Association of New Zealand Aotearoa
SIG	Special Interest Group
NZLIMJ	New Zealand Library and Information Management Journal
Council	LIANZA Governing Group

4.0 Related policies and procedures

- Management of members
- Office Administration
- Management of SIG and Regions

5.0 References

Creative Commons: <https://creativecommons.org/licenses/>

Brand Libraries work on Tone of Voice

6.0 Exceptions

There are no exceptions to this policy, unless articulated under procedure.

7.0 Responsibilities

It is the responsibility of the Executive Director to ensure that training with regard to this policy is available to LIANZA members and employees.

It is the responsibility of the LIANZA President to ensure that members of council adhere to this policy.

It is the responsibility of all employees and members to ensure that they are familiar with, and adhere to this policy.

8.0 Policy

- 8.1 LIANZA will utilise contemporary methods of communication including social media, website, direct mail, email and other written publications
- 8.2 LIANZA will present as a trusted and friendly advisor / expert, working to engage each member at their own level. LIANZA will communicate with members in the same way as one would with friends – using an informal, open, and welcoming tone while remaining professional. (This is adapted from Brand Library work).
- 8.3 LIANZA communication channels will be maintained in order to:
 - 8.3.1 Promote LIANZA and our membership services
 - 8.3.2 Promote the important role that libraries have in New Zealand society
 - 8.3.3 Advocate on behalf of librarians
 - 8.3.4 Share research and information of interest to our members
 - 8.3.5 Advertise LIANZA events, programmes, and activities
- 8.4 LIANZA takes legislation around intellectual property and copyright seriously.
 - 8.4.1 LIANZA will publish content under a Creative Commons Attribution Share Alike license
 - 8.4.2 LIANZA will not plagiarise or use content of which it does not have ownership or permission to reproduce

9.0 Procedures

9.1. Tone of Voice

- 9.1.1. LIANZA uses a professional tone of voice, but one that is friendly and approachable.
 - 9.1.1.1. The register used will be appropriate for each publication but will range from informal (website / social media) to academic (the New Zealand Library and Information Management Journal)
- 9.1.2. Use of slang and references to pop-culture are acceptable. Swearwords are not appropriate and will not be used.

9.2. Plagiarism

- 9.2.1. LIANZA does not tolerate plagiarism in any form.
 - 9.2.1.1. We will only use images to which we hold copyright or which are available for commercial reuse
 - 9.2.1.2. Ideas sourced from other parties will be referenced
 - 9.2.1.3. Content will only be used / reused with permission of the author
- 9.2.2. Individuals submitting work to LIANZA will be asked to sign a guarantee that the work is original and that LIANZA has permission to publish
 - 9.2.2.1. Individuals submitting work that is plagiarised will undergo a disciplinary investigation with the end result that they may no longer be allowed to submit

work to LIANZA for publication. In extreme cases LIANZA membership may be rescinded.

9.3. Attribution

9.3.1. All content provided to LIANZA will be attributed to the creator, with the following exceptions:

- 9.3.1.1. Images which have been published under non-attribution licenses
- 9.3.1.2. Where the author has asked to remain anonymous. In this case anonymity will be at the discretion of the editor of the publication in question.

9.4. Social Media

9.4.1. LIANZA will maintain active social media accounts on Twitter, Facebook, and Instagram

- 9.4.1.1. Use of social media platforms will be reviewed on an annual basis, as part of the Communications Plan submitted annually to council
- 9.4.1.2. LIANZA will only adopt a new platform once a clear content strategy has been drafted and the office is confident they will be able to provide regular content

9.4.2. All social media accounts with a LIANZA affiliation will have this clearly identified

9.4.3. LIANZA will follow best practice with regard to social media:

- 9.4.3.1. Messages will be drafted separately for each platform. Content will not be blanket posted across all communication forums.
- 9.4.3.2. Images will be of good quality, engaging, and well crafted
- 9.4.3.3. LIANZA will engage with followers, and respond to all messages directed to the organisation via social media within 24 hours

9.4.4. SIGs and Regions may set up their own social media accounts, however, they must meet the requirements below:

- 9.4.4.1. SIGs and Regions may only use approved platforms
- 9.4.4.2. Each account must clearly signpost it is related to LIANZA
- 9.4.4.3. Administrative access must be provided to the LIANZA Communications person in the office (to ensure ongoing access in case of change of SIG / Region membership)
- 9.4.4.4. Best practice for social media must be followed
- 9.4.4.5. No political content may be posted

9.5. Communications Plan

9.5.1. The LIANZA office will develop / revise a Communications Plan each year for approval by Council

9.5.2. This plan will outline:

- 9.5.2.1. Key messages for the year
- 9.5.2.2. Platforms to be used
- 9.5.2.3. Frequency of publications and focus of each issue
- 9.5.2.4. A high level content strategy for each platform

9.5.2.5. Succession planning for key roles with regard to each publication

9.6. Website

9.6.1. LIANZA will maintain a website in order to support our communication goals

9.6.2. The website will be regularly updated and content reviewed annually to ensure it remains current.

9.6.3. Changes to the website platform must be signed off by LIANZA Council.

9.6.4. The website is treated as an intangible asset as per the Financial Policy and Procedures for the LIANZA office.

9.7. Managing Quality of Publications

9.7.1. To ensure the quality of publications LIANZA goes through a rigorous editing process

9.7.2. All publications must have at least two individuals read, comment, and approve a publication to be issued

9.7.3. In addition at least one LIANZA employee or the publication editor must complete the Pre-Publication checklist

9.8. Publication submissions

9.8.1. LIANZA maintains an electronic submission form allowing easy submission of articles and images to their various publications

9.8.2. The admission form requires individuals to confirm that the content is original, properly cited, and that LIANZA has permission to publish the material

9.9. Public speaking / Media

9.9.1. LIANZA is often asked to take on public speaking obligations and handle media enquiries from external groups. These will be managed in the following fashion:

9.9.1.1. Enquiries related to the operation of LIANZA, LIANZA activities, or association management will be handled by the LIANZA office, with input from the Executive Committee

9.9.1.2. Enquiries related to library operation and management will be referred to an appropriate expert within the profession using LIANZA Council as a starting point, with support from LIANZA office as required

9.9.1.3. Enquiries related to a specific area of expertise around libraries or LIANZA management for which there is a Working Group, Board, or Committee will be referred to the Chair of that group in the first instance

9.10. Advertising

9.10.1. The LIANZA employee responsible for communications will set the advertising rates each year

9.10.1.1. Where these differ from previous years they will be brought to Council for approval

- 9.10.2. An advertising brochure will be developed at the start of each calendar year outlining the specifications of advertisements for each publication
- 9.11. Content from other Library groups
- 9.11.1. LIANZA will publish content from other library groups in the following manner:
- JOB VACANCIES
- 9.11.1.1. For members at no cost on our website
- 9.11.1.2. For non members at a cost on our website
- EVENTS
- 9.11.1.3. Any event relevant to our members will be included in our events calendar
- 9.11.1.4. For profit events will be published on our website / in our publications as paid advertisements only
- 9.11.1.5. Non-profit events will be circulated at the discretion of the LIANZA employee responsible for communications
- 9.11.1.6. Only LIANZA and Te Rōpū Whakahau events will be included on our Facebook page
- SCHOLARSHIPS OR AWARDS
- 9.11.1.7. LIANZA will promote all Scholarships and Awards for which our members are eligible
- OTHER CONTENT
- 9.11.1.8. Other content will be published at the discretion of the employee responsible for communications
- 9.11.2. LIANZA will not distribute content to NZ Libs listservs on behalf of non-LIANZA Groups. Instead we will pass information on with regard to how to register for these lists.
- 9.11.2.1. The only exception to this is content circulated on behalf of Te Rōpū Whakahau
- 9.12. Communication by Email
- 9.12.1. Each staff member will be provided with their own email account
- 9.12.1.1. Email accounts may have several aliases to ensure that emails continue to reach LIANZA during staff changeovers
- 9.12.2. Email enquiries will be responded to within 24 hours noting:
- 9.12.2.1. An answer to the query if available
- 9.12.2.2. If an answer is not available, information on how the answer is being sourced, and the timeframe within which an answer will be available
- 9.12.3. Complaints raised by email will be handled as per the Complaints Policy
- 9.12.4. Employee email is the property of LIANZA – the LIANZA Executive may access any employee account at their discretion

- 9.13. Using our platforms to publicise LIANZA initiatives
- 9.13.1. One of the primary goals of LIANZA communications is to publicise our work, and our most frequent criticism is that people are not aware of everything we do. In order to mitigate this we propose to publicise LIANZA events in the following manner:
 - 9.13.2. Calls for members of Working Groups / Committees will be put out on NZ Libs and emailed to all members, with a minimum of one reminder before the EOI's close
 - 9.13.3. Events will be publicised on our website, in member emails, via NZ libs and on our Facebook and Twitter platforms
 - 9.13.4. Publications will be publicised on our website, and in announcements to NZ libs, on Facebook, and on Twitter
 - 9.13.5. Ongoing project work will be communicated in our monthly member updates, and with Library Life articles (and accompanying Twitter / Facebook updates) as they hit key milestones
 - 9.13.6. Completed project work will be communicated via our website, Library Life, and in direct email to members
- 9.14. Use of Te Reo
- 9.14.1. The LIANZA office team will use Te Reo greetings in their communications
 - 9.14.2. When using Te Reo LIANZA will ensure correct spelling and use of macrons
 - 9.14.2.1. Where macrons are not possible a double vowel will be substituted
 - 9.14.3. LIANZA will not use abbreviations when using Te Reo
 - 9.14.4. LIANZA will not provide a translation for Te Reo in the following circumstances:
 - 9.14.4.1. Where an article or publication is written in full or part in Te Reo
 - 9.14.4.2. Where the term is one that New Zealanders could reasonably be expected to understand (i.e. Manaakitanga, whānau etc)
- 9.15. Use of images
- 9.15.1. LIANZA must have permission to use images or own the rights to an image
 - 9.15.2. Images must:
 - 9.15.2.1. Be at a suitable resolution for the type of publication
 - 9.15.2.2. Have correct orientation for the publication (i.e. images should not be used upside down)
 - 9.15.2.3. Only include individuals where the person has given permission for use in the planned form
 - 9.15.3. When taking photographs on behalf of LIANZA individuals should ensure they have obtained correct permissions
 - 9.15.3.1. From the owner / manager of the location if shooting on public property
 - 9.15.3.2. From the individuals being photographed – this can be obtained using the signed form attached

9.16. Library Life

- 9.16.1. Library Life provides a forum for members to update the profession on activities in their libraries, and acts as a professional resource on topics of interest
- 9.16.2. Themes for Library Life are set at the start of each year, and include LIANZA activities such as conference and awards.
 - 9.16.2.1. A bicultural issue will be published each year in partnership with Te Rōpū Whakahaui
- 9.16.3. Library Life will be delivered by the LIANZA office in partnership with the Library Life editor
 - 9.16.3.1. A member will be appointed to the position of Editor for a two year term through an EOI process
 - 9.16.3.2. The Editor role will be to:
 - 9.16.3.2.1. Oversee the Editorial Board
 - 9.16.3.2.2. Set the themes for Library Life in conjunction with the Editorial board
 - 9.16.3.2.3. Source content
 - 9.16.3.2.4. Edit the final publication
- 9.16.4. The Library Life Editor will be supported by an Editorial Board. Their role will be to:
 - 9.16.4.1. Assist in the setting of themes
 - 9.16.4.2. Support the Editor in sourcing high quality content
- 9.16.5. The LIANZA employee responsible for communications has accountability for delivery of Library Life in their Position Description and may override the Library Life Editor in the following circumstances:
 - 9.16.5.1. Where the editor is allowing content that LIANZA is unable to publish due to its political or obscene nature
 - 9.16.5.2. Where the editor is not communicating with LIANZA office and a deadline has been reached

9.17. NZLIMJ

- 9.17.1. NZLIMJ provides a forum for members to publish their research
- 9.17.2. Two issues will be published each calendar year
- 9.17.3. NZLIMJ will be delivered by the LIANZA office in partnership with the editor and editorial board
 - 9.17.3.1. A member will be appointed to the position of editor for a two year term through an EOI process
 - 9.17.3.2. The Editor role will be to:
 - 9.17.3.2.1. Oversee the Editorial Board
 - 9.17.3.2.2. Source content

9.17.3.2.3. Edit the final publication

9.17.4. The NZLIMJ Editor will be supported by an Editorial Board. Their role will be to:

9.17.4.1. Assist in peer review of content

9.17.4.2. Support the editor in sourcing high quality content

9.17.5. The LIANZA employee responsible for communications has accountability for delivery of NZLIMJ in their Position Description and may override the Editor in the following circumstances:

9.17.5.1. Where the editor is allowing content that LIANZA is unable to publish due to its political or obscene nature

9.17.5.2. Where the editor is not communicating with LIANZA office and a deadline has been reached

9.18. Libraries in Aotearoa

9.18.1. Libraries in Aotearoa provides an overview of the sector for those who are new to libraries or do not work within the profession

9.18.2. It is published by LIANZA office in partnership with other Library Associations and key stakeholders

9.18.3. Each year LIANZA office will offer other associations the opportunity to participate and contribute content. These associations include:

9.18.3.1. Public Libraries New Zealand (APLM)

9.18.3.2. Te Rōpū Whakahau

9.18.3.3. SLANZA

9.18.3.4. NZLLA

9.18.3.5. ITP Managers

9.18.3.6. CONZUL

9.18.3.7. National Library

10.0 Review

This policy will be reviewed every two years.

11.0 Attachments

- Library Life Editor Job Description
- Prepublication Checksheet
- Library Life Editorial Board Terms of Reference
- Photograph Approval form
- Article submission form: <https://www.surveymonkey.com/r/LIANZAsubmitarticle>

Library Life Editor Job Description

Library Life is an online magazine made available to LIANZA members every month via the Press Reader website and app. Library Life contains news and events from LIANZA and the wider library and information profession as well as editorial and feature articles covering issues of importance to the profession.

The role of Library Life Editor is a volunteer position for a two year term.

The Library Life Editor is responsible for sourcing, gathering and collating items of interest to be included in the monthly publication.

The Library Life Editor will work closely with the LIANZA Communications Manager to compile news, features and off-site resources. The Library Life editor will either write stories themselves or will obtain edited written copy and images to be forwarded to the LIANZA office for publishing.

The Library Life Editor is responsible for:

- Sourcing, collating and gathering a range of information of interest to the library community
- Editing feature articles and/or collecting opinion pieces written by others in the library and information profession
- collating links to relevant online articles, blogs and items of interest
- writing monthly editorials on topical issues.
- maintaining relationships with current contributors to the newsletter and encouraging members to provide features and opinions
- providing information on upcoming events to add to LIANZA web calendar and e-newsletter.

Ready-to-publish material should be provided to the LIANZA Communications team each month so the publication can be laid out appropriately.

The LIANZA Communications Team is responsible for:

- compiling and editing internal LIANZA news including presidential/council announcements/staff columns/news and photos from LIANZA regions & SIGS
- creating the layout and generating the final PDF
- managing the publication process via Press Reader

Pre-publication check sheet

Item	Okay to publish	Comment
Cover image suitable		
All advertisements present		
Contents page correct		
All articles have title		
Authors are displayed if known		
Images appropriate for each article		
All hyperlinks working		
Spelling mistakes		
Total word count of published piece matches total word count of submitted piece.		

CHECK EACH PAGE AS PROOFED AS PER ABOVE:

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
72	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

Library Life Editorial Board

Terms of Reference

Purpose:

The purpose of Library Life is to provide an informative and entertaining snapshot of “Library Life” in New Zealand, and keep the sector informed about key LIANZA initiatives.

The purpose of the Editorial Board is to support the Managing Editor in sourcing content, and to advise on relevant issues, features etc. for inclusion in the publication.

Membership:

Membership of the Board will be limited to five individuals (including the Managing Editor). The LIANZA individual responsible for Marketing and Communications will also sit on the Board.

Ideally, members will represent the diversity of both sectors and roles found in the Library and Information profession.

Responsibilities:

The Managing Editor is responsible for:

- Setting themes and regular features for each issue (in conjunction with LIANZA)
- Sourcing, collating and gathering a range of information of interest to the library community
- Editing feature articles and/or collecting opinion pieces written by others in the library and information profession
- collating links to relevant online articles, blogs and items of interest
- Writing monthly editorials on topical issues
- Maintaining relationships with current contributors and encouraging members to provide features and opinions

The Editorial Board are responsible for:

- Advising on themes and regular features
- Sourcing content as discussed with the Managing Editor
- Ensuring that the diversity of the sector is represented in the publication
- Providing information on upcoming events that may be of interest to the profession

LIANZA is responsible for:

- Supporting the selection of themes and regular features for each issue (in conjunction with the Managing Editor)
- Providing LIANZA content
- Ensuring the publication meets the needs of LIANZA
- Layout and design of publication
- Promotion of publication

Meetings:

The Board will meet via video conferencing twice per year to set themes and discuss feature items / content etc.

Discussion about specific content for each issue will occur via email. Proposed contributions for each issue must be communicated to the Managing Editor.

The terms of reference will be reviewed after twelve months of operation and then again on a two yearly basis.

Photograph Permission Form (child)

We are seeking permission to use this photo of your child, taken in a public library, for the purpose of promoting libraries (e.g. on the LIANZA website www.lianza.org.nz, posters, presentations and reports)

If you sign below the Library and Information Association of New Zealand Aotearoa (LIANZA) will use the photo under the following conditions:

- LIANZA maintains any person’s privacy to their best endeavours.
- LIANZA demonstrates good judgement in the use of photographs.
- Photographs remain the property of LIANZA.
- LIANZA agrees to identify the person only by their first name and age where appropriate.
- No payment will be made in any case.
- I understand that if I change my mind, LIANZA will remove the photo from its website but may not be able to withdraw it from printed materials or presentations.

Child’s Name:

Parent/Guardian’s Name:

Parent/Guardian’s Signature:

Date:

If you have any questions, please feel free to contact our Communications Manager, Julia de Ruiter.

Phone: 04 801 5542 / 027 812 9597

Email: julia@lianza.org.nz

Photograph Permission Form

We are seeking permission to use this photo of you, taken in a public library, for the purpose of promoting libraries (e.g. on the LIANZA website www.lianza.org.nz , posters, presentations and reports).

If you sign below the Library and Information Association of New Zealand Aotearoa (LIANZA) will use the photo under the following conditions:

- LIANZA maintains any person's privacy to their best endeavours.
- LIANZA demonstrates good judgement in the use of photographs.
- Photographs remain the property of LIANZA.
- LIANZA agrees to identify the person only by their first name and age where appropriate.
- No payment will be made in any case.
- I understand that if I change my mind, LIANZA will remove the photo from its website but may not be able to withdraw it from printed materials or presentations.

Name :

Age :

Signature :

Date :

Venue:



If you have any questions, please contact:

Julia de Ruiter, LIANZA Communications Manager Phone: 04 801 5542

Email: julia@lianza.org.nz