

PUBLIC RELATIONS POLICY

It is important that the public receives consistent and accurate information about the Library. The Library strives to present a professional and polished image in every interaction with the public and monitors all news regarding the Library.

Responsibility

The Library Board of Trustees and staff represent the Library in every public contact. At the direction of the Board, the Library Director is the official spokesperson for the Library and represents the Library in the community. The Board President is the spokesperson for the Library Board of Trustees. The Head of Marketing is responsible for all promotional, informational, and social media communications and will also act as media contact when designated by the Director.

Media Interactions

- The Library maintains clearly delineated channels of communication to promote a positive and consistent image of the Library to the public.
- The Library makes efforts to maintain a clear system of communication in the event of a crisis or emergency situation.
- The Library Director or designee is responsible for responding to all contacts made by the media. The Director may forward queries to other staff as appropriate.
- Staff consult with the Director before contact with the media or conducting speaking arrangements to appropriately prepare for an interview.
- In the event of an emergency, staff do not make public statements to the media on behalf of the Library without prior approval from the Library Director.

Promotional Materials

Library information materials and promotional materials designed to be disseminated to the public meets the high standard of quality demonstrated in the Library's Graphic Standards Guide. The Marketing Department oversees the production and dissemination of materials. Official communications, such as newsletters, generated by other departments are reviewed by marketing before being sent.