

PUBLIC RELATIONS POLICY

I. Mission Statement:

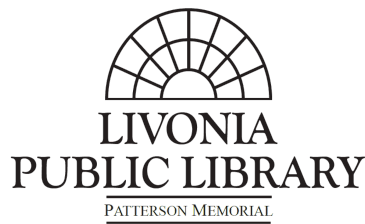
- To empower all members of our community with free and equitable access to information, resources, and experiences that enrich lives, foster lifelong learning, and strengthen our community.

II. Goals:

- **Enhance the Library's Image:**
 - Position the library as a vital community asset.
 - Build and maintain positive relationships with the public, elected officials, and community stakeholders.
 - Promote the library's value and impact on the community.
- **Increase Library Usage and Awareness:**
 - Attract new library users and encourage existing patrons to utilize a wider range of library services.
 - Promote library programs, events, and resources to the community.
 - Increase community awareness of the library's role in education, literacy, and community development.
- **Build and Maintain Strong Community Partnerships:**
 - Collaborate with local schools, businesses, non-profit organizations, and other community groups.
 - Foster mutually beneficial partnerships that support the library's mission and benefit the community.
- **Address Community Needs:**
 - Respond effectively to community concerns and inquiries.
 - Proactively identify and address community needs through library services and programs.

III. Key Principles:

- **Transparency and Honesty:**
 - Communicate openly and honestly with the public.
 - Be transparent about library policies, procedures, and operations.
- **Accuracy and Integrity:**
 - Ensure that all public communications are accurate, reliable, and free from bias.
- **Accessibility**
 - Make library information and services accessible to all members of the



community, including those with disabilities.

- **Responsiveness:**
 - Respond promptly and effectively to media inquiries and public concerns.
- **Professionalism**
 - Maintain a professional and courteous demeanor in all public interactions.
- **Inclusivity**
 - Reflect the diversity of the community in all library communications and outreach efforts.

IV. Communication Channels:

- **Library Website:**
 - Maintain a user-friendly and informative website.
 - Regularly update website content with news, events, and library information.
- **Social Media:**
 - Utilize social media platforms to engage with the community and share library news.
 - Develop and implement a social media strategy that aligns with library goals.
- **Print Materials:**
 - Produce and distribute flyers, brochures, and newsletters to promote library services and events.
 - Utilize local newspapers and community publications to reach a wider audience.
- **Community Events:**
 - Participate in community events and festivals to promote the library and engage with the public.
- **Media Relations:**
 - Build and maintain relationships with local media outlets.
 - Issue press releases and respond to media inquiries promptly and professionally

V. Responsibility:

- The Library Director/Board of Trustees is responsible for the overall implementation and oversight of this public relations policy.

VI. Resources:

- The library will allocate appropriate resources for public relations activities, including staff time, budget, and technology.

Approved by Board of Trustees: March 11, 2025