

## Schuylkill Valley Community Library Public Relations Policy

- I. The Schuylkill Valley Community Library (SVCL) intends to ensure the public receives consistent and accurate information about library policies, procedures, programs, and services to foster a positive public image and maximize effective use, community satisfaction and support.
- II. The objectives of the SVCL's public relations policy are:
  - A. To promote community awareness of library services.
  - B. To stimulate public interest in and usage of the SVCL.
  - C. To develop public understanding and support of the SVCL and its role in the community.
- III. The following means may be utilized to accomplish objectives:
  - A. An annual plan of specific goals and activities shall be developed and sufficient funds shall be allocated to carry out the program.
  - B. Training sessions, workshops, and other aids shall be made available to library staff members to assure courteous, efficient, and friendly contact with library patrons and the general public.
  - C. Contacts shall be maintained with government officials, service clubs, civic associations, local school districts, and other community organizations by library staff and board members.
  - D. Local media shall be utilized to keep the public aware of and informed about the SVCL's resources, services, achievements, awards, and innovations.
    - a. The Library Director is the official spokesperson for the library as to adopted programs, policies and services. The single point of contact for all media is the Library Director. Employees and individual members of the Library Board should refer all requests for information about the library, its policies and operations to the Library Director.
    - b. The Library Director approves all press releases or statements to the press prior to being issued from the library.
  - E. Social media will be utilized as a promotional tool.
    - a. Only designated employees authorized by the library director can post, delete, edit or otherwise modify content on library sponsored social media accounts.
    - b. The SVCL reserves the right to withdraw and/or remove inappropriate comments that are not consistent with SVCL policies.
  - F. SVCL will publicize events and initiatives in the e-newsletter, on our website, and at the front desk via slideshow. Flyers may also be posted as appropriate.
  - G. The Schuylkill Valley Community Library may sponsor programs, classes, exhibits, and other library-center activities and shall cooperate with other groups in organizing these to fulfill the community's needs for educational, cultural, informational, or recreational opportunities.

- a. The library is available for public use and in no way lends support for or against any event held on the premises.
  - b. By participating in a library event, patrons give consent to publish photos taken at the event for public relations purposes. Any patron who does not want to provide consent to publish photos for public relations purposes must advise the Library staff prior to the start of the event.
- H. The library director or designated staff member shall have the responsibility for coordinating the SVCL's public relations.