

## PUBLIC RELATIONS POLICY

### Objectives

The objectives of the Islip Public Library's public relations program are the following:

- To promote community awareness of library resources and services;
- To stimulate public interest in and usage of the Library;
- To develop public understanding and support of the Library and its role within the community.

The Board recognizes that public relations involves every person who is connected with the Library. The Board urges its own members and every staff member to realize that he/she represents the Library in every public contact. Good service supports good public relations.

### Traditional Media Promotional Materials

To ensure that the public receives consistent and accurate information about Library policies, procedures, programs, and services, and to ensure that the best possible image of the Library is presented to the public, the following regulations have been adopted:

- The Director or his/her designee shall be the spokesperson for the Library on all issues and is responsible for all official statements to the public and media. In the event of an emergency, official statement to the public and media will be made by the Director or his/her designee. If it is necessary for other library staff to provide the public with information in such situations, library administration will inform staff what is to be said.
- The Board President or his/her designee shall be the spokesperson for the Board.
- Library promotional and informational materials (e.g., newsletters, handouts, brochures, posters, bibliographies) disseminated or posted for the public shall meet standards of quality established by the Library and Director. Such materials as well as press releases shall look professional, be accurate, and provide a positive reflection of the Library.
- The Library's logo shall appear in standard format on all promotional and informational materials. Press releases shall be issued on Library letterhead with the Library's logo.

- Library supervisors shall be responsible for ensuring that such promotional and informational materials produced by or for their respective departments meet standards of quality design.

### Outreach

Library employees may engage in further public relations through speaking to local groups, participating in local organizations and events, visiting classrooms and conducting tours and informational sessions at the Library.

### Social Media

Library-sponsored social media is used to convey information about Library programs and services, raise awareness about Library and issues, obtain patron feedback, exchange ideas or insights about library trends, reach out to potential new patrons and supporters, and respond to breaking news or publicity relating to the Library or library service in general.

Only employees designated and authorized by the Library Director shall post, delete, edit or otherwise modify content on Library-sponsored social media. Any such employee with authorization to add or modify social media content shall be required to follow these general guidelines:

- Make sure all social media postings are accurate, without grammatical errors or factual misrepresentations.
- Maintain privacy, confidentiality and obtain permission to use other peoples' content. If you are unsure whether or not to disclose any information, refrain from posting it.
- Find ways to engage patrons, with the use of added content that supports the Library's mission.
- Make sure all postings provide a positive reflection of the Library; all posts shall be constructive and beneficial.

All public relations and promotional activities will be approved by the Library Director or his/her designees(s).