

Public Relations

The purpose of this policy is to provide procedures for managing communication with the public to build a mutually beneficial relationship. Publicity opportunities and promotional materials will:

1. promote awareness and understanding of the Library and its role and activities in the community
2. stimulate interest and facilitate use of the Library
3. ensure that the public receives consistent and accurate information about library policies, procedures, programs and services
4. certify that the best possible image of the library is presented to the public

The Library Board recognizes that public relations involve every person who has connection with the library. The Board encourages its own members and all library employees to realize that he or she represents the library in every public contact. Good service supports good public relations.

Local and social media shall be utilized to keep the public aware of and informed about the mission, resources and services of Sayville Library. A bi-monthly newsletter will be produced and mailed to all residences and businesses in the library district.

Library promotional and informational materials [e.g., newsletter, handouts, brochures, flyers] designed to be disseminated to the public will meet standards of quality established by the library. Library managers will be responsible to see that such promotional and informational materials produced by or for their respective departments meet library standards of quality.

All printed publicity will include the appropriate library logo. The library director has final approval of all library brochures and publicity.

Official statements to the public and media will be made by the Library Director or his/her designee. If it is necessary for library staff to provide the public with information, library administration will inform staff what is to be said. Contacts made by the media with the library will be forwarded to the Director or designee.

Library staff will not submit letters to the editor, post on social media or make public statements to the media designed to speak officially for the library without prior approval from either the Director or the Board President.

The library director or a designated staff member shall have the responsibility for coordinating the public relations and public informational activities. All public relations and promotion activities will be approved by the Library Director or designee(s).