

ALLEGAN DISTRICT LIBRARY PUBLIC RELATIONS POLICY

Policy Statement

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 public relations policy has been developed.

Media Contact

The Director or the Board President or their designees will arrange contacts with the media for the library.

Contacts made by the media with the library will be directed to the Director or the Board President or designee.

Library staff will not submit letters to the editor designed to speak officially for the library without prior approval from either the Director or the Board President.

Staff will not make public statements to the media on behalf of the library without prior approval from either the Director or the Board President.

Library staff will not submit comments to social media designed to speak officially for the library without prior approval from either the Director or the Board President.

Promotional Library Materials

Library information materials and promotional materials designed to be disseminated to the public will meet a high standard of quality. The Director will be responsible to see that such promotional and informational material produced by or for the library meet those standards.

Emergency Situations

In an emergency situation, the Library Director or designee will make official statements to the public and media.

If it is necessary for library staff to provide the public with information related to library business or policy, library administration will inform staff what is to be said.

Approved: 05-16-2011