

**OPERATIONS**  
**Public Relations Policy**

- I. STATEMENT** The Red Jacket Community Library will provide information on available programs and services to the community
- II. PURPOSE** To develop and present organized, consistent and accurate information about library programs, services, policies and procedures and to ensure that the best possible image of the library is presented to the public.
- III. POLICY**
  - A. MEDIA RELATIONS**
    - 1. Contacts made by the media with the Library will be directed to the Library Director.
    - 2. In emergency situations, official statements to the public and media will be made by the Library Director or the Board President, in the event that the Library Director is unavailable.
  - B. PUBLICITY**
    - 1. The Library Director will coordinate and approve all publicity and press releases for library programs, services and news.
    - 2. The Library Director will coordinate and approve all flyers, brochures, social media, website content and marketing materials before they are distributed. The Library Director may delegate coordination and/or approval.
    - 3. The Library Director will set up a calendar of events for library patrons and will distribute among the community. Applicable events may be sent to local newspapers or posted on local social media sites which are read by community members.
    - 4. The Library Director will decide which events should be publicized with paid ads, the size of the ads, and in what newspapers to place the ads.
    - 5. Every effort will be made to obtain free publicity by networking with groups and organizations within the community.

**IV. REFERENCES**

- A. none

Revision History	
Oct 2020	Minor updates, reorganization and formatting