

## **LP 104. Public Relations**

### **Section I. Purpose**

The purpose of the Public Relations Policy is to guide the efforts of the Nobles County Library Board and Library Staff to keep citizens of Nobles County, governing officials, civic leaders and others informed of the Library's mission, services, programs and resources; and to foster a positive public image in order to maximize effective use and support.

### **Section II. Objectives**

The following objectives shall guide the Library Board, Library Director, and Library Staff in all public relations activities:

1. To promote County-wide awareness and understanding of the library and its roles and activities;
2. To stimulate interest in and facilitate use of the Library;
3. To encourage public participation in planning library services;
4. To build advocacy for the Library's needs and encourage participation in the Library's support groups, the Friends of the Library and the Foundation;
5. To inform and celebrate Library successes locally, statewide and nationally.

### **Section III. Marketing & Advertising**

1. A variety of media outlets and marketing activities will be utilized regularly to keep the public informed of the Library's activities and resources. All such contacts and activities will be coordinated and approved by the Library Director.
2. Library promotional materials will be designed to meet standards of quality and copyright law, as established by the Library Director.
3. The Library Director, or designee, will coordinate and approve all materials that are shared with the public or the media. This includes, but is not limited to, news releases, brochures, fliers, posters, bookmarks, social media and other promotional material.
4. Only information relating to library events and activities will be published, posted or electronically distributed through the library's various publicity channels.

### **Section IV. Media Interaction**

1. If it is necessary for the library to issue an official statement to the public or the media regarding an emergency situation, library policy, procedure, or services, the Library Director and the Library Board Chairperson must approve such statements.
2. The Library Director, or designee, will inform and engage the Board Chairperson and the Nobles County Administrator before such statements are made, as time allows.

### **Section V. Public Speaking**

1. Any requests for staff speaking engagements and conference appearances will be reviewed and approved by the Library Director.
2. Failure to gain Library Director approval before such appearances may result in disciplinary action as defined in Nobles County Policy P-218A.

#### **LP-104 Policy History:**

*Initially adopted: 12/11/2017*

*Reviewed: 6/12/2023*

*Next Review: 5/2024*