

Camden County Library District Policy Manual

Section 2. Operating Policies

Subsection 25. Marketing/Public Relations Policy

Purpose:

- To ensure that the public receives accurate and up-to-date library information
- To present and uphold the Library's missions, vision, and values to the public
- To stimulate public interest in the use of the Library
- To ensure the best possible image of the Library is presented to the public

Responsibility:

The Board of Trustees and staff represent the Library in every public contact. At the direction of the Board, the Library Director, Assistant Director, and Marketing/PR Manager are the official spokespersons for the Library and represent the Library in the community. The Board President is the spokesperson for the Board of Trustees. The Marketing/PR Manager is responsible for all promotional, informational, and social media-related communications.

Media Interactions:

- The Library will make efforts to maintain a transparent communication system in a crisis or emergency.
- The Library Director, Assistant Director, and Marketing/PR manager, unless otherwise appointed by the Director, are responsible for responding to all contacts made by the media.
- Staff will consult with the Director before contacting the media or conducting speaking arrangements to prepare for an interview appropriately.
- In an emergency, staff will not make public statements to the media on behalf of the Library without prior approval from the Library Director.
- The Library's Marketing/PR Manager will promote library programs and services on social media (Facebook, Twitter, Instagram, YouTube, or Pinterest), the Library's website, digital sign at the Camdenton Library, eNewsletters, and send press releases to area media outlets when appropriate.
- Media inquiries on budget, funding, special projects, staffing levels, or other library administrative responsibilities will be referred to the Library Director or Assistant Director.

Photos/Recordings by the Media:

When the media visits the Library to take photos, videos, or audio recordings, the visit will generally have been prearranged by the Marketing/PR Manager. In instances where the visit is not scheduled, the Marketing/PR Manager or another staff member will obtain the reporter's

name and affiliation, ask how the photo/video/audio recording will be used, and when the content will air or be published. The information collected should be relayed to the Marketing/PR Manager.

Printed Promotional Materials:

The Marketing/PR manager is the creator and disseminator of all printed materials for the Library. Promotional and informational materials designed to be disseminated to the public will meet the high standard of quality demonstrated by the Library's Style Guide.

The Marketing/PR Manager is responsible for the quality and accuracy of the following promotional materials:

- Newsletters
- Brochures
- Bookmarks
- Quarterly Magazine/Calendar of Events
- Posters
- Flyers