700-02 — Public Relations

Statement of Purpose

It is the belief of the Board of Trustees that the primary public relations objectives of the Fairport Public Library are to:

- Promote the library's mission and vision to all,
- Disseminate consistent and accurate information about the Library,
- Ensure that the library's services are understood by local officials, by civic and religious leaders, and by the general public,
- Actively promote the varied services offered by the library to everyone in our community, and
- Encourage open communication with all for a successful future for our library.

For that purpose,

- The Board recognizes that public relations involves every person who has a connection with the library. The Library Board urges every trustee and all staff members to realize that they represent the Library in every public contact. Good service supports good public relations.
- At the direction of the Board, the Library Director is the official spokesperson for the Library and represents the Library in the community. The Board President is the spokesperson for the Library Board of Trustees and will speak, for the Board, on board policy and decisions. If unavailable, the Vice President will function as an alternate. If neither is available, the Library Director may speak for the Board. The Library marketing staff are responsible for all promotional, informational, and social media related communications.
- As stated in the Employee Handbook (see 6.02 Media Relations), the Library Director or designee is responsible for responding to all contacts made by the media. The Library Director may forward queries to other staff as appropriate. Staff will consult with the Library Director before contact with the media or conducting speaking arrangements to appropriately prepare for an interview.
- In the event of an emergency, the Library Director is responsible for all official statements to the public and media; in the absence of the director, statements will be made by his/her designee who has been placed in charge of the library.
- The Library Director, designated staff members, and Board spokespersons will make presentations and will participate in community activities to promote library services. Materials to be used by press, radio, television, or other media will be approved by the Library Director; any controversial topics will be reviewed by the board.
- The Board of Trustees and the Library Director will use the local media, library newsletters, emails, social media, and the library's website to the fullest extent possible to keep the community informed of library activities and upcoming events and meetings. The Library Director or a designated qualified staff member will have the responsibility for coordinating the library's public relations and public information activities.

- The Library may sponsor programs, classes, exhibits, and other library-centered activities and will cooperate with other groups in organizing these to promote a good understanding of the Library's objectives and services.
- For social media usage, please refer to the Employee Handbook, 6.14 Social Media Relations.

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