

NORWOOD PUBLIC LIBRARY

1 Morton Street
Norwood, NY 13668
(315) 353-6692

PUBLIC RELATIONS POLICY

Purpose

The Board of Trustees of the Norwood Public Library recognizes that public relations involve every person who has connections to the Library. The Board urges its own members, every staff member and the members of The Friends of the Library to realize that he or she represents the Library in every public contact. Good service supports good public relations. To ensure that the public receives consistent and accurate information about library policies, procedures, programs, and services, and to ensure the best possible image of the library is presented to the public, the following Public Relations Policy has been devised.

Media Contact

Contacts with the media will be arranged by the Library Director or the Board President in the absence of the Library Director. Children's programming and services will be arranged by the Director. Upon completion, a copy of programming will be released to the media by the Director. Contacts made by the media with the Library will be directed to the Library Director or to his or her designee. Letters to the editor designed to speak for the Library in an official capacity will be submitted by the Library Board President, Library Director, or one of their designees.

Social Media

The Norwood Public Library may use social media tools to engage the community and communicate information. The Norwood Public Library currently maintains a professional Facebook page for the purpose of sharing important information with our public and engaging in an open and respectful dialogue related to official Library events, or other relevant content. The Norwood Public Library reserves the right to monitor all activity on the page, remove offensive or inappropriate content, and block those who violate these standards. The Facebook administrator shall be the Library Director, or another designated library employee at the Director's discretion. All posts, comments, shares, reactions or other actions by the Norwood Public Library page are considered official communication on behalf of the Library.

Library Materials and Personal Information

Library materials, promotional and informational materials (eg., handouts, brochures, electronic social networking utilities) designed to be disseminated to the public will meet standards of quality established by the Library and follow standard guidelines for use of copyright law dealing with art, designs and other materials. The Library Director will be responsible to see that such materials produced by or for respective departments (children's services, web page design, etc.) meet Library standards of quality. All promotional and informational materials must be filed with the Library Director and must be approved before release.

Emergency Situations

In an emergency situation, official statements to the public and media will be made by the Library Board President, Library Director, or one of their designees. If it is necessary for the library staff to provide the public with information, the library administration (the Director or Board Members) will inform staff what information is to be dispersed.

Revised: December 21, 2017

Adopted: September 12, 2012