

# **BANCROFT PUBLIC LIBRARY**

## **PUBLIC RELATIONS POLICY**

The public relations goals of the Bancroft Public Library are:

- To promote community awareness and active participation in Library services and programs
- To develop public understanding and support of the Library and its role in the community

The Board of Trustees recognizes that public relations involves every person who has connection with the Library. The Board urges its own members and every staff member to realize that she or he represents the Library in every public contact. Good service supports good public relations.

The Board will establish and maintain a budget to cover costs related to printing, publication, postage and supplies in order to ensure an effective media campaign.

All public relations materials must be reviewed and approved by the Library Director.

### **Emergency Situations:**

In the event of an emergency situation, official statements to the public and media will be made by the Library Director, Board President or designee placed in charge of the Library. If it is necessary for the Library staff to provide the public with information, the Library Director or Board President will inform the staff what is to be said.

In the event that the Library has to close due to an emergency situation or inclement weather, the Library Director or their designee shall contact the staff and post notices on the Library website and Facebook page.

**Adopted:** July 7, 2020

**Reaffirmed:** May 10, 2022