



Glenwood Public Library Policy

Public Relations Policy

2021.05.05

May 5, 2021

Approved By Glenwood Public Library Board of Trustees

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Library Director Signature

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Staff Signatures

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**PURPOSE:**

The purpose of this public relations policy is to guide efforts to keep the community informed about Glenwood Public Library's mission, services and resources; and to foster a positive public image in order to maximize effective use and support.

**SCOPE:**

This will cover all information that is shared outside the library.

**POLICY:**

1. Objectives for fulfilling this policy include the following.
  - a. Promoting awareness and understanding of the library and its roles and activities in the community.
  - b. Stimulating an interest in, and facilitate use of, the library.
  - c. Encouraging public participation in planning library services.
  - d. Building an advocacy network for the library's needs and for the activities of the Friends of the Glenwood Public Library and the Glenwood Public Library Foundation.
  - e. Informing local, state and national library communities about the activities of the Glenwood Public Library.
2. Staff will always act in a professional, courteous manner with the public and co-workers.
3. Library policies will be available on the library's website and at each public service desk.
4. A newsletter will be published every quarter highlighting programs, services and new materials. A calendar will be published every month with upcoming events and library closures. Both publications will be available in print and online.
5. The adult services librarian and library assistant will maintain a posting board near the front entrance that highlights library programs and services. They will also use word-of-mouth to promote library programs and services while at the desk.
6. Items will be submitted to local newspapers as appropriate.
7. The library will maintain a membership in the local chamber of commerce. The library staff will participate in chamber activities where appropriate.
8. The library director will attend as many City Council meetings as possible, alerting the Board if they are unable to attend, and will make reports to the Council regularly to keep them informed of library activities and issues. The director will also make presentations as advised by the Library Board of Trustees.
9. Any grants that are received will be promoted through at least 1 of the options listed above.
10. Social networking sites will be updated several times per week.
11. The Adult Services Librarian will maintain a contact list of government officials and offices available to patrons in the pamphlet, "How to Reach Your Elected Officials & Local Offices" to be updated annually, or as needed.

12. All employees will also use word-of-mouth to promote library programs and services while at the desk.