

Library Marketing & Public Relations Policy

1. Purpose Statement

The purpose of this policy is to lay out the goals and procedures of continually informing the public and community stakeholders about library services, resources and their value.

2. Public Relations Goals

- A.** To promote a good understanding of the Library's objectives and services among governing officials, civic leaders, and the general public.
- B.** To promote active participation in the varied services offered by the Library to people of all ages.

3. Media Contact

- A.** To ensure the public receives consistent and accurate information about anything related to the Lexington Public Library, contacts between the media will be carried out by 1. The Library Director, 2. The Library Board President, if the Library Director is unavailable, 3. The City Manager, if the other two above are unavailable.
- B.** Library staff will not submit letters to the editor designed to speak officially for the Library without prior approval of the Library Director or the Library Board President, if the Director is unavailable.
- C.** Library staff will not make public statements to the media on behalf of the Library without prior approval of the Library Director or the Library Board President, if the director is unavailable.
- D.** Library staff will not submit posts or comments to social media designed to speak officially for the Library without prior approval from the Library Director or the Library Board President, if the Director is unavailable.
- E.** In an emergency, official statements to the public and media will be made by one of the above designees, in the order they are listed.
- F.** Library administration will inform staff of the content of any statement, if it is necessary for library staff to provide the public with information related to library business of policy.
- G.** In the event one of the above-listed designees is not immediately available, library staff will inform any media contact that they are not

authorized to comment but will take the contact's information to relay to an official, when an official becomes available.

4. Key Guidelines

- A.** Library staff and the Board of Trustees work as a team to utilize all means available to market and advocate for the Lexington Public Library.
- B.** Public relations, as it pertains to the Lexington Public Library, involve every person who has a connection to the Library. Library board members, library staff, and library volunteers represent the Library in every public contact.
- C.** The Library Board and library staff are encouraged to make presentations and to provide outreach services to the community in order to promote the Lexington Public Library.
- D.** The Library Board and library staff are encouraged to participate in local and community activities.
- E.** The Library Board and library staff encourage the Friends of the Library to assist in enlisting community support for the Library. Interpreting its aims and objectives and promoting greater understanding of the library in every facet of civic life.
- F.** The Library, through its memberships in local, state, and national associations, demonstrates its role in active public relations efforts.
- G.** All informational and promotional materials designed to be disseminated to the public will meet the highest quality standards and will be approved by the Library Director.
- H.** The Library Director will take measures to ensure that library staff receive ongoing guidance regarding library initiatives and directions to where such information may be referenced.
- I.** Library marketing venues include, but are not limited to, the up-to-date library website, the City of Lexington information, news media, advertisements, individual and group contacts, participation in statewide and national library advocacy efforts and social media outlets.
- J.** A publication budget will be established to cover the costs related to printing publication, supplies, and miscellaneous needs related to the public relations effort.

- K.** Final responsibility for the implementation of this policy is with the Library Director, who may delegate authority to staff members in their area or responsibility.