Marketing

Library marketing is intended to promote services to the entire community in as efficient, yet broad ranging means as is possible with current resources and technologies.

The Library's marketing policy will:

•comply with the mandate, mission, and values of the Library;

•protect the Library's principles of intellectual freedom and equity of access to information, programs, services, and collections;

•protect the confidentiality of customer records;

•be consistent with, and complementary to, other related Library policies and programs particularly that of the Advocacy policy.

The Library's marketing policy also supports and facilitates the development of mutually beneficial marketing relationships between the Library, the business community, and other organizations.

The Library provides neutral public spaces and universal access to information, knowledge, resources, collections, services, and programs that help to enrich lives, facilitate social engagement, and enhance opportunities for success for Schuyler's diverse population.

The acceptance of advertising by the Library is not an endorsement of a product or service.

This policy also includes directives to ensure that advertising does not negatively affect other sources of sponsorship and fundraising revenue secured by the Library or the Schuyler Public Library Foundation (the "Foundation").

The Library Director, in consultation with the library staff, Library Board, and marketing designees oversees decisions about the design, content, organization, maintenance, updates, and assessment of these marketing resources. Day-to-day updates and maintenance of the Library's web site are the responsibility of the Library Director and designees.