

Allegan District Library Public Relations Policy

Policy Statement

To ensure that the public receives consistent and accurate information about library policies, procedures, programs and services, and to ensure that the best possible image of the library is presented to the public, the following public relations policy has been developed.

Media Contact

- The Director, Board President, or their designee, will arrange contacts with the media for the library.
- Contacts made by the media to the library will be directed to the Director or their designee.
- Library staff will not submit letters to the editor designed to speak officially for the library without prior approval from the Director.
- Staff will not make public statements to the media on behalf of the library without prior approval from the Director.
- Library staff will not submit comments to social media designed to speak officially for the library without prior approval from the Director.

Promotional Library Materials

Library information materials and promotional materials designed to be disseminated to the public will meet a high standard of quality. The Director will be responsible to see that such promotional and informational material produced by or for the library meet those standards.

Emergency Situations

In an emergency situation, the Library Director, Board President, or their designee will make official statements to the public and media.

If it is necessary for library staff to provide the public with information related to library business or policy, the Library Director or designee will inform staff on talking points.

Review

This policy will be reviewed by the Facilities Committee every four years.

Approved by the Board of Trustees on: May 16, 2011
Revised and approved on July 18, 2022