Board Approved: \_4/24/24\_\_

Reviewed: 10/26/22, 4/24/24

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**Ionia Community Library**

**Public Relations Policy**

**PURPOSE:**

To ensure the public is informed about the Ionia Community Library’s mission and receives consistent and accurate information about library policies, procedures, programs, and services to foster a positive public image and maximize effective use, community satisfaction, and support.

**POLICY:**

1. Objectives for fulfilling this policy include the following:
2. Promoting awareness and understanding of the library and its roles and activities in the community.
3. Stimulating interest in, and facilitate use of, the library.
4. Encouraging public participation in planning library services.
5. Building an advocacy network for the library’s needs and for the activities provided.
6. Informing local, state, and national library communities about the activities of the Ionia Community Library.
7. Staff will always act in a professional, courteous manner with the public and co-workers.
8. Library policies will be available on the library’s website and at the front desk.
9. The library director will post library services and upcoming library programs on the Community Board in the front entrance as well as displayed at the front desk.
10. Items will be submitted to the local newspaper as appropriate.
11. The library director will attend as many City Council meetings as possible and will make reports to the Council regularly to keep them informed of library issues and activities. The director will make presentations as advised by the Library Board of Trustees.
12. Social networking sites will be updated several times a week.

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