

Claverack Free Library

Public Relations Policy

Approved: February 2018

The public relations goals of the Claverack Free Library are:

1. To develop public understanding and support of the Library and its role in the community;
2. To promote the identity and perception of the Library;
3. To focus on how the Library connects with the community, by improving communications.

The Board of Trustees recognizes library awareness is central to the Library's success and that public relations involve every person who has a connection with the Library. The Board urges its own members and every staff member to realize that they represent the Library in every public contact. Good service supports good public relations.

The Board will establish and maintain a budget to cover costs related to printing, publication, postage and supplies necessary to ensure effective public relations.

All public relations materials must be reviewed by the Chair of their Committee, and approved by the Library Director and Board President.

Note:

Public relations is about building and nurturing relationships between the library and the public; about communicating the library's value, the library brand, and its image.

Library communications is about communicating library programs, offerings, fundraisers, services, etc.