

Purpose of the Policy

The purpose of the policy is to ensure that a consistent, positive, and professional image of the Library is conveyed by staff, volunteers, and the Library Board at all times. In order to do so, the policy outlines the roles, rights and responsibilities of each of these as it related to managing the public image of the library.

Public Relations Roles

Chair of Library Board:

- § Provides primary media contact for the Library, especially in the areas of policy, Council relations, budgets, capital projects, labour relations, Board affairs
- § Represents the Library at community events and in relations with community partners
- § After being informed by the CEO, informs the Town of Newmarket and the rest of the Board of any incident on Library property that requires the presence of emergency services and has the potential to be of interest to the media

Members of the Library Board:

- § Provides input to the Chair to help create messaging and strategy
- § May represent the Library at community events and in relations with community partners with the approval of the Chair
- § Vice-Chair is primary media contact in the absence of the Chair

Chief Executive Officer (CEO):

- § Provides secondary media contact for the library, especially in the areas of operations, customer service, programming, resources, projects
- § Directs staff in creating press releases, publications, advertising, Website content and other publicity products, ensuring consistency in messaging
- § Represents the Library at community events and in relations with community partners
- § May comment publicly on issues of concern to libraries and the wider community, but these comments must be consistent with Board direction and be politically impartial
- § Informs the Chair of any incident on Library property that requires the presence of emergency services and has the potential to be of interest to the media
- § Informs staff of the Library's position on any controversial Library issue in order to help them respond to the public's concerns
- § Must report any media contact on controversial issues to the Chair

Library Staff:

- § As assigned and directed by the CEO, are responsible for creating press releases, publications, advertising, Website content and other publicity products
- § As assigned and directed by the CEO, are responsible for participating in community events and outreach

- § As assigned by the CEO, may provide media contact for non-controversial matters
- § May provide media comment on non-controversial matters when asked, ensuring that the CEO is kept informed
- § May respond to queries or comments from members of the public on controversial Library or community matters only by stating the Library's official position (if and as communicated by the CEO) and/or by referring to the CEO or designate
- § Must inform the CEO of any incident on Library property that requires the presence of emergency services and has the potential to be of interest to the media
Are expected to refrain from making public comment on any Library or community matter that may be damaging to the Library's reputation or to its ability to carry out its duties, regardless of whether their relationship to the Library is explicit

Library Volunteers:

- § May not provide media contact for any Library matters
- § May provide media comment on non-controversial matters when asked, ensuring that staff is kept informed
- § Are expected to respond to queries or comments from members of the public on controversial Library or Town matters only by referring to staff
- § Are expected to refrain from making public comment on any Library or community matter that may be damaging to the Library's reputation or to its ability to carry out its duties, regardless of whether their relationship to the Library is explicit

Friends of the Library:

- § This group may create their own policy or practice regarding members' comments to the public or to the media.

Library Logo and Letterhead

Press releases, official public communications and publicity should feature the Library logo and/or appear on Library letterhead as much as practicable. The CEO authorizes all use of the logo and letterhead.

Related Policies:

Social Media Policy