



# Leeds and the Thousand Islands Public Library Board

## Policy

<b>SECTION: OPERATIONAL</b>	<b>NO: OP-18</b>
<b>TITLE: Public Relations Policy</b>	<b>Date: October 2022</b>
	<b>Next Review Date: October 2025</b>

### 1.0 Policy Statement

1.1 The Leeds and the Thousand Islands Public Library Board establishes a Public Relations Policy to ensure that the community is informed about library services, programs, events and announcements. The Library Board believes that effective media relations are an important component of the Library's marketing and communications strategy.

### 2.0 Marketing

- 2.1 The CEO will be responsible for the Library's marketing strategy. Other staff may participate in the marketing activities of the Library as assigned by the CEO.
- 2.2 The Library will engage in marketing activities to promote the Library's programs, services, collections and events.
- 2.3 Library staff will, under the direction of the CEO, create marketing materials including, but not limited to, posters, pamphlets, displays, newsletters, signage and handouts.
- 2.4 Library staff will use physical displays, print materials, social media, radio, and the website to market the Library's programs and services.
- 2.5 Library staff will use consistent branding, including the Library's logo in marketing materials.
- 2.6 Official Library and Board written communication shall be on the appropriate letterhead.

### 3.0 Branding

- 3.1 The Library will establish a consistent brand, which will include a logo, and could include designated colour schemes, fonts, taglines, slogans, and other elements.
- 3.2 The Library will establish branding guidelines to guide staff on the use and implementation of the brand.
- 3.3 The Library will provide a copy of the logo to community partners for approved use on collaborative initiatives. The Library's logo cannot be used to associate the Library with an event or initiative without permission from the Library CEO or designate.

- 3.4 The Library Board will approve the Library's overall branding, including updates to the logo and any established slogans or taglines.
- 3.5 The Library CEO will be responsible for ensuring that the Library's branding guidelines are implemented.

#### **4.0 Advertising**

- 4.1 The Leeds and the Thousand Islands Public Library will advertise its programs, services and initiatives through the Library website, social media and print publications, as well as in non-library communications channels and publications. This may include print, radio and/or television mediums.
- 4.2 The Library may collaborate with community partners or the Township of Leeds and the Thousand Islands for joint advertising or promotional opportunities.
- 4.3 The Library may publish advertisements in its own publications, or on its website or social media from community partners, including public sector, non-profit, private-sector or non-government sources. Decisions regarding approving non-library advertising will be at the discretion of the CEO or their designate.
- 4.4 The Library will not accept the following types of advertising:
  - 4.4.1 advertising that detracts from the Library's public image or does not align with the Library's stated mission, vision and values;
  - 4.4.2 advertising that is considered of questionable taste, or which in the Library's discretion does not meet a baseline standard in its style, content, or method of presentation;
  - 4.4.3 advertising that is partisan or political in nature;
  - 4.4.4 faith-based materials whose primary purpose is the promotion of a specific religion; however, advertising for community events hosted or sponsored by local religious groups are acceptable;
  - 4.4.5 personal ads and notices, and notices of personal items for sale or rent;
  - 4.4.6 the promotion of illegal substances, tobacco, and alcohol companies and products;or
  - 4.4.7 advertising that is primarily for the promotion of private business; rather than promotion of a community event or initiative.

#### **5.0 Media Relations**

- 5.1 The Leeds and the Thousand Islands Public Library Board designates the following people as media spokespeople for the Board:
  - 5.1.1 the Chairperson of the Library Board, and
  - 5.1.2 the Library CEO.
- 5.2 Media inquiries relating to the scope of Library Board's responsibilities such as governance, policy, finance, etc., will be the responsibility of the Chairperson.
- 5.3 Media inquiries relating to Library operations including programming, staffing, collections, facilities, etc., shall be the responsibility of the CEO.

- 5.4 In responding to the media, the CEO may consult with the Chairperson to determine the appropriate course of action.
- 5.5 If warranted, and at the discretion of the Chair of the Board or the CEO, the board shall be notified within 24 hours when responses are made to the media on behalf of the Leeds and the Thousand Islands Public Library. Copies of these responses will be provided to the Board.
- 5.6 From time to time, the Chair or CEO may authorize a staff member or board member to speak to the media on a specific issue relating to his/her area of expertise.
- 5.7 As outlined in the Emergency Plan, whomever is in charge of the Library at the time of an emergency is authorized to release information regarding emergency closures. More extensive requests for information or official statements to the public and the media should be directed to the Board Chair or CEO/Chief Librarian.
- 5.8 If at any time, while expressing personal opinions, Leeds and the Thousand Islands Public Library staff members, board members or volunteers associate themselves or are associated with the Library to the media or on social media, it must be indicated that the views expressed are personal views, and not necessarily those of the Leeds and the Thousand Islands Public Library.

**6.0 Freedom of Information**

- 6.1 The Leeds and the Thousand Islands Public Library is governed by the Municipal Freedom of Information and Protection of Privacy Act, which sets out what information can be legally released and what information is confidential.
- 6.2 All Freedom of Information requests may be directed to the Library CEO or the Township of Leeds and the Thousand Islands’ Freedom of Information Coordinator, which is the Municipal Clerk.

**Related Documents:**

History			
<b>Approval Date:</b>	October 19, 2022	<b>Approved by:</b>	B. Lolley
<b>Amendment Date:</b>		<b>Approved by:</b>	
<b>Amendment Date:</b>		<b>Approved by:</b>	
<b>Amendment Date:</b>		<b>Approved by:</b>	