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| Code | <i>OPS-022</i> | |
| Policy Title | Public Relations Policy | |
| Category | Operational & Facility Policies (OPS) | |
| Cross-Reference | OPS-005 Complaints Policy | Page 44 |
| Appendix | -- | |
| Date Adopted | January 2026 | |
| Date Reviewed | -- | |

Policy Statement

The Robert R. Jones Public Library District is committed to maintaining effective, transparent, and professional communication with the public, patrons, media, and community partners. This Public Relations Policy establishes guidelines for promoting the library’s services, programs, and mission while ensuring consistent, accurate, and responsible messaging.

This policy applies to all library staff, volunteers, and trustees in the dissemination of information to the public, including communications via print, broadcast, electronic media, social media, and other digital platforms.

PROCEDURE

The library strives to provide clear, accurate, and timely information to the public while maintaining the library’s reputation as a trusted, community-centered institution. All communications must align with the library’s mission, values, and strategic priorities.

Guidelines

1. Official Spokespersons

- The Library Director serves as the primary spokesperson for the library.
- Trustees and staff may communicate publicly on library matters only when authorized by the Library Director or the Board of Trustees.
- Inquiries from the media should be directed to the Library Director or their designee.

2. Accuracy and Transparency

- All public statements, press releases, social media posts, and promotional materials must be accurate, clear, and consistent with library policy.
- Information regarding library operations, programs, events, and policies should be communicated in a timely manner.

3. Social Media and Digital Communication

- Social media accounts maintained by the library are intended to promote library services, programs, and community engagement.
- Posts must be professional, respectful, and in alignment with the library's mission.
- Staff are prohibited from posting content that is political, discriminatory, defamatory, or otherwise inconsistent with the library's values.

4. Handling Complaints and Inquiries via Social Media

- Social media messages, comments, or posts from patrons that involve questions, concerns, or complaints should be handled promptly and professionally.
- Staff should not respond directly with personal opinions or engage in disputes publicly. Instead, responses should:
 - Acknowledge the inquiry politely.
 - Provide information on how the patron can contact the Library Director or submit a formal complaint through the library's established Complaint Policy.
- Any urgent or sensitive issues received via social media should be forwarded immediately to the Library Director for review and appropriate follow-up.
- Records of complaints or concerns received via social media should be documented in accordance with the library's Complaint Policy to ensure accountability and consistency.

5. Media Relations

- Media requests for information, interviews, or photography shall be coordinated through the Library Director.
- All media engagements should present a professional image of the library and its services.

6. Promotional Materials

- All flyers, brochures, posters, and other materials produced by or on behalf of the library must be approved by the Library Director prior to distribution.
- Materials should reflect the library's branding, mission, and commitment to the community.

7. Crisis Communication

- In the event of an emergency or crisis affecting the library or its operations, the Library Director shall coordinate all communications and serve as the official spokesperson.
- Staff shall refrain from making unofficial statements regarding emergencies or incidents.

8. Collaboration with Community Partners

- When promoting collaborative programs or initiatives with other organizations, the library will clearly identify its role and ensure messaging is accurate and mutually agreed upon.