

## PUBLIC RELATIONS POLICY

The Flint Public Library is a vital resource to the community and endeavors to serve as many people as possible while building upon the relationships it has created with town government, community groups, the schools, and local businesses. The objectives of the Flint Public Library's public relations policy are:

- To promote community awareness of the Flint Public Library services.
- To stimulate public interest in the use of the Library.
- To develop public understanding and support of the Library and its role in the community.

The following means may be used to accomplish the foregoing objectives:

1. Local media, social media, (Facebook, Instagram, Twitter, Blogs), the Library's website and digital sign on Route 114 shall be utilized to keep the public aware of and informed about the Library's programs and services.
2. Newsletters, the enewsletter, brochures, monthly program calendars, and other promotional materials shall be produced and distributed through effective channels.
3. The Library will maintain a list with the contact information for government officials, civic organizations and leaders, service clubs, and other community organizations of interest to the Library staff and Board members.
4. The Library will sponsor programs, classes, exhibits, and other library-centered activities and shall cooperate with other groups including the schools, other public libraries, the Historical Society, or the Middleton Art Association in organizing these to fulfill the community's needs for educational, cultural, informational, or recreational opportunities.
5. The Library Director and designated qualified staff members shall have the responsibility for coordinating the Library's public relations and public information activities. It is important for the library to have a presence in such community organizations as The Middleton Board of Trade and The 1728 Club, as well as a presence at town events such as Chief Will's Day, The Pumpkin Festival, The Winter Festival and Earth Day.
6. The library will work closely with the Friends of the Flint group to promote library programs and services and to increase the library's visibility in the community.
7. The Library space and programs are public areas. On occasion photography may be used to document and promote library activities.

Adopted by the Board of Trustees: 5/15/95.

Reviewed: 1/13/1997

Reviewed: 3/10/03

Revised: 9/11/2017