



HEPBURN
LIBRARY OF NORFOLK

Public Relations

Adopted October 21st, 2020

In recognition of the Hepburn Library of Norfolk's responsibility to maintain continuing communication with present and potential users of the library's services and resources so as to assure effective and maximum usage by all citizens, the Board of Trustees of the Hepburn Library of Norfolk adopts the following resolution as a matter of policy.

Public relations goals of the Hepburn Library of Norfolk are:

- To promote a good understanding of the Library's objectives and services among governing officials, civic leaders, and the general public;
- To promote active participation in the varied services offered by the library to people of all ages.

All press inquiries are to be directed to the Library Director and/or Board President and they are the only spokespersons for the Library. It is neither expected, nor required, to provide immediate answers to requests for information. Responses will be made in a reasonable amount of time. Local media shall be utilized to keep the public aware of and informed about the resources and services of the Hepburn Library of Norfolk.

Newsletters, brochures, and other promotional materials shall be produced and distributed through regular mailings and other effective methods of reaching the public. The Hepburn Library of Norfolk uses social media for community engagement on several levels, to be determined on a post-by-post basis.

The Board recognizes 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 he or she represents the library in every public contact. Good service supports good public relations.

Materials to be used by press, radio, or television will be approved by the Director.

In an emergency situation, the Library Director is responsible for all official statements to the public and media; in the absence of the director, statements will be made by his/her designee who has been placed in charge of the library. In the event that the library has to close due to an emergency situation, the individual in charge will notify other town departments and/or the media.