



Public Relations

Purpose

The Nippersink Public Library District (“Library”) recognizes that strong public relations are essential to fulfilling its mission of connecting people with knowledge, technology, and one another. Through welcoming spaces, a variety of programs, and accessible resources, we cultivate a lifelong love of learning and build a stronger, more engaged community.

Public relations encompass all communication and engagement efforts used to inform, involve, and inspire the community about Library resources, programs, and services. This includes traditional media, digital platforms, and personal interactions by Library staff, Trustees, and volunteers.

Public Relations Goals

The Library’s public relations efforts are designed to:

- **Inform** the public about the Library’s mission, goals, resources, and services through various media, including print, broadcast, online, and social media platforms.
- **Engage** community members by promoting Library events, programs, and initiatives that reflect diverse interests, cultures, and experiences.
- **Foster inclusion and accessibility** by ensuring communication materials and channels are welcoming and accessible to all users, including individuals with disabilities or language barriers.
- **Build trust and relationships** with community members, partner organizations, schools, and local government bodies.
- **Encourage participation** by Trustees and staff in community events, speaking engagements, and outreach activities.
- **Highlight impact** by sharing stories that demonstrate how Library services enrich lives and strengthen the community.

Roles and Responsibilities

- **Library Board of Trustees:** The President of the Library Board of Trustees serves as the official spokesperson for the Board. Trustees are encouraged to actively participate in Library events, community partnerships, and advocacy efforts, representing the Library in a positive, professional manner.
- **Library Director:** The Director or their designee oversees all public relations, marketing, and outreach activities, ensuring that information shared with the public is accurate, timely, and consistent with the Library’s mission and policies.
- **Library Staff:** Every staff member serves as an ambassador of the Library. Positive customer service, professionalism, and community engagement reflect directly on the Library’s reputation. Staff are encouraged to share Library news



and events appropriately while following internal communication and social media guidelines.

- **Friends and Volunteers:** Friends of the Library and volunteers contribute to public relations efforts by advocating for Library services and modeling positive community partnerships.

Media and Social Media Communication

- All official communication with media outlets and posts on Library-managed social media accounts are coordinated by or approved through the Library Director or their designee.
- Staff members and Trustees are welcome to share Library news and events from official channels but should avoid personal commentary that could be interpreted as an official Library statement.
- The Library maintains an active presence on social media platforms to reach patrons, share resources, promote programs, and foster community dialogue in alignment with its Social Media Policy.

Community Outreach and Partnerships

The Library is committed to reaching beyond its walls to serve the broader community through outreach efforts such as:

- Participation in community events, school visits, fairs, and local celebrations.
- Collaborations with schools, senior centers, civic organizations, and local businesses.
- Outreach to underserved populations to ensure equitable access to Library resources and programs.

Evaluation and Continuous Improvement

The Library will periodically evaluate its public relations strategies to ensure they remain effective, inclusive, and aligned with community needs and emerging technologies.