

Public Relations

Purpose

In order to both promote an understanding of the Library's objectives and services, as well as the community's active participation in services, the Sherrard Public Library District adheres to the following policy.

- The Library Director, Board of Trustees, and library staff understand that it is the primary mission of the library to meet the needs of the community. Furthermore, the Director and Board of Trustees advocate for the library in general public relations, as well as targeted communication efforts.
- The Director will be expected to make presentations and to participate in community activities to promote library services. A reasonable amount of library time will be allowed for preparation and speaking. Materials to be used by press, radio, or television will be approved by the Director.
- The Board of Trustees and professional staff are encouraged to speak to local service clubs and organizations regarding library topics or issues as requested whenever possible.
- It is the policy of the Library to make periodic contacts with the various organizations in the community in order to acquaint them with library services available and to solicit their suggestions for improved services.
- The library maintains an up-to-date and ADA-compliant website and at least one social media channel, as outlined in "Serving Our Public: Standards for Illinois Libraries." These are upgraded as needed.

- Adopted January 19, 2021