



# Lee Public Library

## Public Relations Policy

The purpose of this Public Relations Policy is to maintain continuing communication with present and potential users of the library's services and resources, and to foster a positive public image in order to maximize effective use and support.

The goals of the library's public relations program are:

1. To promote awareness and understanding of the library and its roles and activities in the community.
2. To stimulate interest in and facilitate use of the library.
3. To encourage public participation in planning library services.
4. To build advocacy for the library's needs and the activities of the Friends of the Lee Public Library and the Lee Public Library Community Center Foundation.

Library programs, resources and services may be promoted through various means, including but not limited to:

- The library's monthly newsletter, which is distributed in electronic and print format (upon request).
- Fliers, brochures, bookmarks and other promotional materials which may be distributed in-house and/or throughout the community.
- Social media tools, including but not limited to Facebook and Instagram.
- Local media outlets, including newspapers, television and radio stations
- The library's website.
- The weekly electronic newsletter (E-Crier).
- The NH State Library listServ.
- Programming, events, classes, exhibits and other library-centered activities that may be co-sponsored with other groups.
- Personal and informational group contact with local officials, service clubs, civic associations and other community organizations by library staff and board members.

The Library Director is responsible for the quality and accuracy of any material published by library staff or volunteers and will edit all materials prior to distribution. Any complaints about press releases, flyers or any other library publicity should be directed to the Library Director.

Only information relating to library events and activities will be published, posted or electronically distributed through the library's various publicity channels. Non-profit community groups, organizations and individuals may post items on the bulletin board located in the library, per the provisions of the Bulletin Board and Display Usage Policy.