

## Schuylkill Valley Community Library Public Relations Policy

- I. In recognition of the Schuylkill Valley Community Library's responsibility to maintain continuing communication with present and potential users of the services and resources, so as to assure effective and maximum usage by all citizens, the board of directors of the Schuylkill Valley Community Library adopts the following resolution as a matter of policy.
- II. The objectives of the Schuylkill Valley Community Library's public relations program are:
  - A. To promote community awareness of library services.
  - B. To stimulate public interest in and usage of the Schuylkill Valley Community Library.
  - C. To develop public understanding and support of the Schuylkill Valley Community Library and its role in the community.
- III. The following means may be used to accomplish the foregoing objectives:
  - A. An annual plan of specific goals and activities shall be developed, sufficient funds shall be allocated to carry out the program, and the program shall be evaluated periodically.
  - B. Training sessions, workshops, and other aids shall be made available to library staff members to assure courteous, efficient, and friendly contact with library patrons and the general public.
  - C. Personal and informational group contacts shall be maintained with government officials, opinion leaders, service clubs, civic associations, and other community organizations by library staff and board members.
  - D. Local media shall be utilized to keep the public aware of and informed about the Schuylkill Valley Community Library's resources and services.
  - E. Newsletters, brochures, and other promotional materials shall be produced and distributed through effective methods of reaching the public. Social media will be utilized as a promotional tool.
  - F. The Schuylkill Valley Community Library may sponsor programs, classes, exhibits, and other library-center activities and shall cooperate with other groups in organizing these to fulfill the community's needs for educational, cultural, informational, or recreational opportunities.
  - G. The library director or a designated qualified staff member shall have the responsibility for coordinating the Schuylkill Valley Community Library's public relations and public information activities.

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Solomon Lausch, President

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Kathy Gerber-Fegley, Secretary

Revised March 2018