



Dryden Public Library Board

POLICY

SECTION: OPERATIONAL		NO: OP-15
TITLE: Marketing and Media Relations		Date: February 2022
		Next Review Date: February 2025

1.0 Policy Statement

The Dryden Public Library Board establishes a Marketing and Media Relations Policy to ensure that the community is informed about library services, programs, events and announcements. The Library Board believes that effective media relations are an important component of the Library's marketing and communications strategy.

2.0 Marketing

- 2.1 The CEO, in consultation with the Board, will be responsible for the Library's marketing strategy. Other staff may participate in the marketing activities of the Library as assigned by the CEO.
- 2.2 The Library will engage in marketing activities to promote the Library's programs, services, collections and events.
- 2.3 Library staff will, under the direction of the CEO, create marketing materials including, but not limited to, posters, pamphlets, displays, newsletters, signage and handouts.
- 2.4 Library staff will use physical displays, print materials, social media, radio, and the website to market the Library's programs and services.
- 2.5 Library staff will use consistent branding, including the Dryden Public Library logo and tagline, in marketing materials.
- 2.6 Official Library and Board written communication shall be on the appropriate letterhead.

3.0 Media Relations

- 3.1 The Dryden Public Library Board designates the following people as media spokespeople for the Board:
 - 3.1.1 the Chairperson of the Library Board, and
 - 3.1.2 the Library CEO.
- 3.2 Media inquiries relating to the scope of Dryden Public Library Board's responsibilities such as governance, policy, finance, etc., will be the responsibility of the Chairperson.

- 3.3 Media inquiries relating to Library operations including programming, staffing, collections, facilities, etc., shall be the responsibility of the CEO.
- 3.4 In responding to the media, the CEO may consult with the Chairperson to determine the appropriate course of action. At the discretion of the Chair of the Board or the CEO, the board shall be notified within 24 hours when responses are made to the media on behalf of the Dryden Public Library. Copies of these responses will be provided to the Board.
- 3.5 From time to time, the Chair or CEO may authorize a staff member or board member to speak to the media on a specific issue relating to his/her area of expertise. As outlined in the Emergency Plan, whomever is in charge of the Library at the time of an emergency is authorized to release information regarding closures.
- 3.6 If at any time, while expressing personal opinions, Dryden Public Library staff members, board members or volunteers associate themselves or are associated with the Library to the media or on social media, it must be indicated that the views expressed are personal views, and not necessarily those of the Dryden Public Library.

4.0 Freedom of Information

- 4.1 The City of Dryden is governed by the *Municipal Freedom of Information and Protection of Privacy Act*, which sets out what information can be legally released and what information is confidential.
- 4.2 All Freedom of Information requests may be directed to the CEO or the City of Dryden’s Freedom of Information Coordinator, which is the City Clerk.

History			
Approval Date:	February 22, 2022	Approved by:	M Benson
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