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5.11 Public Relations Policy

The Emmetsburg Public Library strives to present a professional appearance that assures courteous, consistent service to all individuals. The library also seeks to broaden its reach and expand its active usership by actively promoting the holdings, programs, and events the library has to offer.

The library shall promote itself through advertising both in-house and publicly through the Internet and news media.

The library seeks to promote itself with inexpensive or free advertising whenever available.

In all instances, public advertising shall be submitted to the library director for approval before it is made available to the public. This includes, but is not limited to: newspaper advertisements/announcements, television advertisements/announcements, radio advertisements/announcements, website content, and social networking content.

In-house advertising and displays shall also receive the approval of the library director, from either a conceptual description or the actual display. This includes, but is not limited to: slides to be

displayed on the library's flat screen TV, bulletin boards and displays.

Adopted: May 18, 2010; Reviewed: October 2011, October 2014, September 2017; Scheduled for Review: September 2023