

Jefferson County Public Library Library Communications Policy

Policy Statement

Communications with Library users, community members, governmental organizations, news media and staff will be based on the Library's Communication Plan. The Public Information Office will develop and guide implementation of the plan in cooperation with the County Librarian and the Senior Management Team.

Communication of Library positions, services, routine issues, activities, or events will be the responsibility of the County Librarian or a designated spokesperson.

The Director of Public Information shall:

1. Develop and direct all Library public relations activities for the purpose of communicating in one clear voice about Library services, issues, activities or events.
2. Develop and implement an effective employee communications program.
3. Establish guidelines for all public and staff communications.
4. Advise the County Librarian, Senior Management Team and Public Services Management Team on community and staff communications issues.
5. Establish graphics standards and guidelines and ensure adherence to the Library's brand identity.
6. Facilitate Library-wide partnerships with private and public entities that enhance understanding and support of the Library throughout the community, achieve the mission and strategic goals of the Library, and promote the use of the Library as a public resource.