

Nampa Public Library
Public Relations

Approved by the Board of Trustees 01/12/2015

Consistent public relation efforts help the Library achieve greater effectiveness in communicating the Library mission, vision and values to our community. The best public relations consist of good word of mouth; communicating quality services and resources. Because of this, public relations are everyone's job. Uniform communication by trustees, Library staff, custodians, and volunteers helps the Library maintain continuity. The standards set out in this policy are meant to bring organization to our message about the Library and its services.

Print Materials and Logo Use: Print materials should reflect the Library Mission, Vision and Values, and be consistent with the Strategic Plan. The Library website and social media address information should appear in press communications, so that patrons can easily learn about and understand Library services and purposes. The library logo should be used on all promotional materials. The logo is not to be manipulated or distorted so as to change its appearance.

Media Contacts: Requests for interviews, photo opportunities, comments on issues from the Library perspective, etc. are forwarded to the Library Director or senior staff present. The Library Director is the primary spokesperson for all Library issues. The Library Director will advise the Library Board, staff, and the Mayor as issues arise that may become controversial. Great care must be exercised to ensure that the media does not mistake a personal opinion as a Library position. It is not the right of an employee to speak as a representative of the Library without authorization by the Library Director or the Library Board. Media requests for information, beyond simple questions such as hours, are to be sent to the Library Director.

Community Organizations & Requests for Speakers: Staff membership in community organizations may be assigned Library work. Requests for presentations to community organizations are to be directed to and approved by the Library Director. The Library Director may select a staff member best suited to the desired presentation. Such presentations are work time.

Friends of Nampa Public Library and the Nampa Public Library Foundation: The Friends group and the Foundation each have a specific mission and message which supports the Library. They are asked to work with the Library Director and Library staff in obtaining approval before use of the Library logo.