

PUBLIC RELATIONS POLICY

The objectives of the Spirit Lake Public Library's public relations program are:

1. To promote community awareness of library service
2. To stimulate public interest in and usage of the library
3. To develop public understanding and support of the library

The following means may be used to accomplish these objectives:

1. Local media (television, radio, newspaper)
2. Social media (Facebook, Twitter, other)
2. Programs, classes, exhibits, displays, other library-centered activities
3. Brochures, flyers, posters, web pages, and other promotional materials
4. Clear and appropriate signage inside and outside the building

The library director and the youth services director will coordinate public relations activities.

10/4/2004

9/10/2007

12/6/2010

2/2/2015