

COMMUNICATIONS POLICY

Policy level: Library Board

Date of Formal Board Approval: April 30, 2008

Revised: October 16, 2014

Policy number: 2008-01

Purpose:

The Stormont, Dundas, and Glengarry County Library takes an active role in communicating the value and importance of public library services to the community. This policy will provide guidelines for an effective and coordinated way of communicating with the public, including patrons, community groups and partners, and the media.

Policy:

The Communications & Marketing Librarian will:

- promote the Library as a vital community resource by building and maintaining good relationships with the citizens and community organizations of the Counties.
- Establish graphics standards and guidelines and ensure adherence to the Library's brand identity.

The Communications & Marketing Librarian will, in consultation with the Director of Library Services, establish guidelines for all public, Board, and staff communications.

The Communications & Marketing Librarian will, in consultation with the Director of Library Services, develop a Communications and Marketing Plan that will be reviewed annually by the Library Board. The Communications & Marketing Librarian is responsible for implementing the Communications and Marketing Plan.

All Library communications and marketing initiatives must be in harmony with the Library's current Mission and Vision Statements. All communication will be timely and accurate, and written in plain language.

Media Communication:

- Only those people designated by the Library Board may speak to the public or media on behalf of the Library.
- The Communications & Marketing Librarian will respond to media inquiries. The Communications & Marketing Librarian may, at his/her discretion, refer any item to the Director of Library Services and/or the Board Chair.
- Inquiries of an administrative nature should be referred to the Director of Library Services.

Website:

The Communications & Marketing Librarian is responsible for keeping the Library's information on the website current and accessible.

Social Media:

The Library may, at the discretion of the Director of Library Services and/or the Communications & Marketing Librarian, maintain various Social Media applications (e.g., Facebook pages, Twitter feeds, smart phone applications) which can be used to enhance the communication of Library information within the community. These will be in keeping with the Communications Policy outlined above, and should include links to the full Library website whenever possible. Use of the Library's social media applications will be a part of the Communications and Marketing Plan, and present meaningful and honest ideas that are of interest to library users and non-users alike, and invite responses from the social media community.

Community Information:

The Library provides space on its public bulletin boards and distribution areas to non-profit, civic, and community groups for the display of informational brochures, posters, etc. of interest to the local community. These services are in keeping with the Library's philosophy of providing access to a wide range of information. This material must be approved by Library staff before posting or distribution.

Community Feedback:

The Library welcomes feedback from their community. Comments or feedback from the public about our services may be placed in comment boxes, available at all branches of the Library, or sent directly to the Communications & Marketing Librarian.

Complaints:

The Library makes every effort to ensure that concerns about the Library are dealt with in a timely, fair and consistent manner. All complaints are treated in a confidential manner.

Any complaints regarding Library services should be submitted in writing to the Director of Library Services using the Complaints Form. Unsigned and/or anonymous complaints will not be dealt with. A complaint does not include requests for information or general feedback or suggestions.

Acknowledgement of the receipt of the complaint will be made within 3 working days. The Director of Library Services will investigate the concern and respond to the client with their findings and a decision.

Unresolved complaints and those which the Director of Library Services feels warrant Board attention, will be referred to the Board at the next monthly meeting. Decisions by the Library Board are final.

This policy does not supersede those guidelines set out in the Procedural By-Law. Please also see Access to Information and Protection of Privacy Policy, and Accessible Customer Service Policy.