



References: Reviewed in 2014 (2014/02/19-20)

1. Public relations for the Banff Public Library Board and for the Banff Public Library are the joint responsibility of the Banff Library Board and the Library Director.
2. A formal Communication Plan developed by the Library Board in conjunction with the Library Director will be reviewed annually. The communication plan should include, but not be limited to, the following:
 - 2.1. Identification of Key Stakeholders/Communication Channels
 - 2.2. Key Messages and Delivery
 - 2.3. Definition of Target Audience
 - 2.4. Branding and Marketing Strategy
 - 2.5. Emergency Response Plan
 - 2.6. Social Media Strategy
3. The Library Board will endeavour to have matters of public interest concerning the library or the Library Board brought to the attention of the public through the appropriate form or forms of public communication.
4. The Library Board will cooperate with public communication agents to ensure the accuracy and completeness of material prepared by those agents.
5. Public advertisements of any sort or form must be approved by the Board prior to distribution to the public, except as noted below:
 - 5.1. Public advertisements of routine matters pertaining to the operation or business of the Board may be released for public distribution by the Chair of the Board provided that the Board is informed of this action at its next meeting and that funds are available to pay the expenses incurred.
 - 5.2. Factual matters of interest to the public and related to the public's use of the Library may be released for public distribution by the Library Director providing no expense is incurred thereby or that such an expense has been previously approved by the Board as part of the operating budget.
6. The Library Board may publicly reply to statements made about the Library Board, the Library, or to statements on matters of concern to either body.
7. The Banff Public Library Board will, at its discretion, undertake to participate in publicity campaigns related to its interests and endeavours.
8. "The Banff Public Library Board", "Banff Public Library" or suitable variations thereof are the preferred forms of identification to form part of a public advertisement. The official name of the Board is ***The Town of Banff Library Board***. This phrasing must be used in official documents.
9. Should the Library Director's, or individual Board member's, name appear as part of a public advertisement by the Library or the Library Board, the name of the Banff Public Library, the Banff Public Library Board or a suitable variation thereof will also appear and will be more prominent.



Town of Banff
Public Library

Policy: LM 3 – Library Management

Title: Public Relations and Publicity Policy

Motion No. 24-4-2019-3

Reviewed: April 24, 2019

References: Reviewed in 2014 (2014/02/19-20)

- 10.** No member of the Banff Public Library Board, nor any employee, may be penalized or punished for making, on his own, public statements relating to the library, the Library Board, or matters concerning either of these bodies, provided such statements are factual, truthful, non-derogatory in nature, and are identified as personal statements by that individual.

- 11.** The Library's use of social media in a manner consistent with the Board's mission, vision and values and social media's inherent characteristics. Social media usage will be included within the communication plan.