

Fairbury Public Library Advocacy and Public Relations and Policy

It is the belief of the Fairbury Public Library Board of Trustees that the primary public relations objectives of the Fairbury Public Library are:

- To promote the library's vision and mission
- To ensure a good understanding of the Library's services among governing officials, civic leaders, and the general public.
- To promote active participation in the varied services offered by the library to people of all ages.
- To encourage open communication with all for a successful future for our library.

The Fairbury Public Library Board of Trustees believes that advocacy involves every person connected to the library in an official or non-official capacity, and urges its own members, as well as all library staff members, to keep in mind that they represent the library in every public contact, including social media, and can support library goals in ways as simple as letting people know of your association with the library and your pride in that fact.

The Library Board encourages individual trustees, the library director, library staff, and other individuals associated in any capacity with the library, to participate in community activities and to represent the library in such circumstances in ways that can reinforce the public perception of the library and its objectives. Whenever appropriate, a reasonable amount of library time should be allowed to staff members for preparation and speaking at community events and venues when possible. Materials to be used by the press, radio, or television will be approved by the library director beforehand.

Library staff will advocate for the library and promote good public relations to increase public awareness of the library through marketing, presentations, events, and programming. A publications budget will be available to cover costs related to printing, publication, supplies, and miscellaneous needs related to the public relations effort. Partnerships with other community organizations will be sought to promote library services, solicit their suggestions for improved services, and to seek assistance in improving and promoting library programs and services.