



# PUEBLO CITY-COUNTY Library District

www.pueblolibrary.org

## Library Programs and Public Relations

### 03.07.03.G1 Guiding Principles of Communication

PCCLD recognizes that effective communication is essential to providing high-quality customer service and publicizing the library's programs and services. The purpose of the Communications Policy is to affirm and promote the library's commitment to effective communication with its stakeholders. Communications with library customers, community members, governmental organizations and news media will be based on the library's Communications Plan and Guide. The Community Relations Office (CRO) will develop and implement the plan, as approved by the Executive Director, and work with PCCLD staff throughout the district to make sure the procedures are understood. Official communication of library positions, services, routine issues, activities, or events is the responsibility of the Director of Community Relations under the Executive Director's direction.

The CRO has a staff of professionals whose expertise includes: writing, graphic art, fundraising, video production, event planning and coordination, design and printing. These professionals are able to advise staff and produce materials that meet this policy. Other departments are strongly encouraged to work with CRO in planning communications to meet the communications policy, as well as to ensure that library resources are used in the most cost-effective manner.

The CRO only publicizes library events or partnership events. Events by other organizations can be posted on PCCLD's community bulletin boards with approval from the CRO, as well as in the community literature racks per the library's posting and literature distribution policies.

The Community Relations Office (CRO) uses the Communico system to promote programs. The graphic below is a simple graphic that demonstrates how requests to promote programs or events should be submitted to CRO. All employees hosting programs should follow these procedures to request and ultimately receive proper promotion: ~~follows these principles established by the International Association of Business Communicators:~~

- ~~1. Professional communicators uphold the credibility and dignity of their profession by practicing honest, candid and timely communication, and by fostering the free flow of essential information in accord with the public interest.~~
- ~~2. Professional communicators disseminate accurate information and promptly correct any erroneous communication for which they may be responsible.~~
- ~~3. Professional communicators understand and support the principles of free speech, freedom of assembly, and access to an open marketplace of ideas; and, act accordingly.~~
- ~~4. Professional communicators are sensitive to cultural values and beliefs and engage in fair and balanced communication activities that foster and encourage mutual understanding.~~
- ~~5. Professional communicators refrain from taking part in any undertaking which the communicator considers to be unethical.~~

~~6. Professional communicators obey laws and public policies governing their professional activities and are sensitive to the spirit of all laws and regulations and, should any law or public policy be violated, for whatever reason, act promptly to correct the situation.~~

~~7. Professional communicators give credit for unique expressions borrowed from others and identify the sources and purposes of all information disseminated to the public.~~

~~8. Professional communicators protect confidential information and, at the same time, comply with all legal requirements for the disclosure of information affecting the welfare of others.~~

~~9. Professional communicators do not use confidential information gained as a result of professional activities for personal benefit and do not represent conflicting or competing interests without written consent of those involved.~~

~~10. Professional communicators do not accept undisclosed gifts or payments for professional services from anyone other than a client or employer.~~

~~11. Professional communicators do not guarantee results that are beyond the power of the practitioner to deliver.~~

~~12. Professional communicators are honest not only with others but also, and most importantly, with themselves as individuals; for a professional communicator seeks the truth and speaks that truth first to the self.~~

## Promoting your programs

Four points to keep in mind



### DEADLINE

**1st day of the month**

It is now required that the program is entered into Communico by the programmer, then published by the branch or department manager.



### MARKETING DESIGNATION

**Request marketing**

**Global Feature:** this is a feature used only for multi-branch, district-wide programs. This feature listing should be used in coordination with CRO to develop a marketing plan specifically for this event/program.

**Branch Feature:** These programs will receive posters, flyers, a newsletter listing, and an online calendar listing (i.e. a recurring program or program using the monthly theme, or a one-time program).



### NOTES FIELD

**Requesting social media and or additional print assets**

**Branch Feature** with a note: If social media is requested, within the notes field, add "Social Media Requested" and state the preference for the program to be posted to Facebook either 14 days or five days from the program date.

If specific marketing needs are required (i.e. flyers sent to every branch, bookmarks, or anything outside of what is provided within the Branch Feature), please add the words "Special Feature" in the notes tab and detail what is needed and by when.



### PUBLISHING

**Manager will publish**

The branch or department manager will review then publish the program or event into Communico.