

## **Promotion of the Library's Services and Resources**

The Library has a responsibility to promote effective and maximum use of the library's services and resources by all citizens.

The goals of the Perry Public Library's public relations program are:

- ❖ To promote community awareness of the library's services
- ❖ To stimulate public interest in and use of the library
- ❖ To develop public understanding and support of the library and its role

The following means may be used to accomplish the foregoing goals:

1. Training sessions, workshops, and other evaluation aids for the staff to assure courteous, efficient, and friendly contact with the library patrons and the general public.
2. Promotion of the Library through contact with government officials, opinion leaders, service clubs, civic associations, and other community organizations by the Library staff and Board members.
3. Making the public aware of the Library's resources and services through the local media, our website, online services (such as Wowbrary) and social media (such as FaceBook).
4. Distribution of newsletters, brochures, and other promotional materials.
5. Sponsorship of classes, exhibits, and other library-centered activities.
6. Cooperation with other groups in organizing activities to satisfy the community's needs.

The Director or a designated staff member has the responsibility for coordinating the Library's public relations and public information activities.

Reviewed February 14, 2019