

PUBLIC COMMUNICATIONS

1. Object

The Board of Trustees (“Board”) of The Smithtown Library (“Library”) hereby adopts as the purposes guiding the Library’s public communications:

- a. to inform residents so that they may make use of the Library’s services and programs;
- b. to build a positive library image in the community that will encourage residents to support the Library’s programs and services;
- c. to establish a foundation as a nonpartisan, and nonbiased meeting ground for the dissemination and discussion of topics;
- d. to ensure accurate, accountable and professional communication of library information; and
- e. to ensure timely dialogue between the Library and its constituents.

2. Policy

The Library’s intention is to establish and maintain open, two-way communication between the Library and the communities the Library serves. The Library will adopt and carry-out a planned public communications program that will inform its residents of the Library’s programs and services, promote all residents’ use of the Library and establish the Library as a functioning, engaging and receptive meeting ground for all ideas.

3. Goals

Public communication goals of the Library are: (1) to promote a sound understanding of the Library’s objectives and services among governmental officials, civic leaders and the general public; (2) to promote active participation in the varied programs and services offered by the Library to residents of all ages.

4. Responsibilities

The Board recognizes that public communications should respect every person who has a connection with the Library. The Board urges its own members and all library employees to realize that they represent the Library in each public contact within which they engage.

5. Outreach

The Library Director shall designate community outreach staff to conduct presentations to promote Library programs and services. A reasonable amount of library time will be allowed for preparation and speaking to community members.

Materials to be used by press, radio, digital marketing or television must be approved by the Library Director or his/her designee.

6. Coordination of Speaking Engagements

Speaking engagements engaged in by library trustees and staff on behalf of the Library will be coordinated by the Library Director or his/her designee.

7. Publications

The Board will establish a publications budget to absorb costs related to printing, publication, supplies and miscellaneous needs related to the public communications effort. Bulletins, brochures and other promotional materials shall be produced and distributed through regular mailings, digital marketing and other effective methods of reaching the public.

8. Standards of Quality

Promotional and informational materials designed to be disseminated to the public will meet standards of quality established by the Library. Library managers will be responsible to assure that such promotional and informational materials produced by or for their respective departments meet Library standards. All such materials are subject to approval by the Library Director or his/her designee.

9. Requests for Information

Responses to requests for information from the public and/or media regarding library policies or procedures should be limited to those within the scope of the respondent's job duties. All requests for information beyond the scope of those duties should be referred to the Library Director or his/her designee.

Policy 700-120

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