

## Public Relations Policy

In keeping with our mission, the Gilford Public Library will aggressively market and promote our services. Specifically, the following will be done to ensure that information on programs and services gets out into the community:

1. Maintain the Gilford Library website, Facebook page, and Instagram updating events on a weekly basis.
2. Take part in National and State library campaigns to promote library services.
3. Programs will be publicized beginning three weeks prior to the program. Press releases will be sent out to local newspapers for one-time events.
4. An e-newsletter promoting library services will be sent out weekly.
5. Bulletin boards and the digital frame will be used to show upcoming events and classes.
6. Events for the week will be posted at each circulation desk.
7. Monthly calendars will be distributed at each circulation desk.
8. Communication between library representatives and town officials, opinion leaders, service clubs, civic associations, and other community organizations shall be encouraged.