

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 are distributed at each circulation desk.
8. Personal and informational group contacts shall be encouraged with town officials, opinion leaders, service clubs, civic associations, and other community organizations by library staff and trustees.
9. The library will utilize publications such as newsletters and booklists to reach out to individuals in the community.