

Barrington Public Library

Communication, Public Relations, Outreach & Photography/Filmography Policy

I. POLICY

A. Purpose and Scope

This policy governs all library communications and public-facing activities, including but not limited to print materials, electronic communications, publications, announcements, promotional materials, email correspondence, blog posts, and mass communications. It also governs outreach activities and the creation of photographic or film content on library property. The Barrington Public Library is committed to maintaining a positive public image, promoting awareness of library services, and extending access to underserved populations while protecting patron privacy.

This policy applies to:

- Library staff
- Library trustees
- Friends of the Library
- Any board-approved communications committees.

B. Communications & Public Relations Policy

1. All representatives of the library will conduct themselves professionally and courteously.
2. Communications should promote the library positively and accurately.
3. Public inquiries must be answered accurately or referred to a supervisor or the Director.
4. All official publicity materials must be reviewed and approved by the Director.
5. Only the Director may issue official statements to the press.
6. Staff, Friends, and committee members may not provide quotes to the press regarding library issues.
7. Letters to the editor written on behalf of the library require Director approval.
8. All promotional materials must meet quality standards, comply with copyright law, and receive Director approval.
9. The library will maintain an updated list of local organizations and contacts.
10. Staff will wear name badges during special events and guest visits.

C. Outreach Policy

11. The library will actively promote its services to community groups.
12. Outreach will prioritize unserved or underserved populations.

13. The library will maintain partnerships with schools, daycares, town departments, and community organizations.
14. Outreach materials will be distributed throughout the community.
15. The Books on Wheels program will support homebound residents.
16. The library will promote community-wide reading and arts programs.
17. Staff and the Director may participate in professional conferences.

D. Photography & Filmography Policy

18. Commercial photography is prohibited.
19. Press, publicity, student, and personal photography is permitted if it does not interfere with operations.
20. No identifiable patron may be photographed without express permission.
21. All photography or filming requires Director approval.
22. The Director may deny requests that conflict with library operations or mission.

II. PROCEDURES

A. Communications & Public Relations Procedures

- Staff unsure of how to answer a public inquiry must refer the patron to a supervisor or the Director.
- Publicity materials must be submitted to the Director for approval.
- Event postings with only dates and times do not require Director review but must be confirmed.
- Departmental promotional materials must be filed with the Director after approval.
- Staff must wear name badges during designated events.

B. Outreach Procedures

- Staff and the Director will schedule visits to community groups.
- Outreach materials will be replenished regularly.
- Weekly school deliveries and visits will be coordinated.
- Welcome Wagon packets will be maintained and distributed.
- Staff will coordinate with the food pantry for information sharing and holiday donations.
- Books on Wheels volunteers will follow delivery schedules.
- Staff will collaborate with the Recreation Department and other town departments.

C. Photography & Filmography Procedures

- Individuals requesting to photograph or film must contact the Director.
- The Director will determine appropriate times and locations.
- Staff must ensure no patron is photographed without consent.
- Commercial photographers will be asked to cease and leave.
- Staff must notify the Director immediately of media visits.