

## Communications

The Indian Trails Public Library District recognizes the need to communicate effectively with internal and external customers in order to create, cultivate and expand awareness of the library's programs, services and collections.

This policy applies to all official library communications when the board and staff members are speaking as representatives of the library. The policy in no way abridges the freedom of speech of individual staff or board members when representing personal opinions.

Official communications with library users, community businesses and organizations, governmental officials, news media, donors and affiliates will be based on the library's Communications Plan and will support the goals set forth in the library's Strategic Plan. The communications manager will develop and guide the implementation of the library's communication strategies and goals in consultation with the library director and management team.

The communications manager is responsible for the development, implementation, and evaluation of internal procedures that are established to ensure the consistency of content, message and design in the library-wide communications methods, including print, digital and social media.

Communication campaigns are planned and executed by the communications manager with approval from the library director and assistance from other staff.