



## Public Relations and Communications Policy Stephen B. Luce Library Procedures

**The Stephen B. Luce Library is committed to providing accurate, consistent, and timely communications on Library services to SUNY Maritime College and the larger academic community.**

The **purpose** of the Public Relations and Communications Policy is to ensure that the Library communicates information about Library policies, procedures, programs, and services, and to exemplify the best possible image of the Library on and off campus.

The **scope** of this policy applies to all Library staff and communications including (but not limited to) the following methods of distribution: print; electronic; publications; announcements on behalf of the department; promotional materials; email correspondences describing library events; blog postings; and mass communications.

1. All department staff will defer public relations requests to the Library Director. Public relations requests approved by the Library Director will be forwarded to the Outreach Librarian.
2. Responses will be created collaboratively and involve all appropriate members of the Library faculty. Replies by the Library faculty will be compiled by the Outreach Librarian and reviewed by the Library Director or Assistant Director, in the event the Director is unavailable. All publications will meet the Library's standards of quality and consistency.
3. Speaking engagements including the Library lecture series will be scheduled by the Library Director or Assistant Director, or the department members involved as appropriate.
4. Library signage will be unambiguous and standard in formatting. This includes directional and operational signage displayed appropriately and timely in advance of special events, schedule changes, etc.
5. Library staff will wear official name badges during special events and guest visits, in observance of the Library's professional standards.

6. In an emergency situation, only the Library Director in coordination with the college's Office of Communication will make an official statement on behalf of the Library. Department staff is not authorized to speak on behalf of the Library to press inquiries.

Library **procedure** ensures the following of this policy as described below.

1. Communications outreach, generated at any level or through any venue, will be immediately brought to the attention of the Library Director and the Outreach Librarian.
2. All communications will be approved and directed by the Library Director, orchestrated by the Outreach Librarian, and planned by the Library faculty.
3. The collaborative result will be compiled by the Outreach Librarian, redistributed for review by the department, and approved by the Library Director before any communications are released.
4. The Library Director holds final approval on all Library publicity and communications.
5. Failure to follow this procedure will jeopardize the professionalism and consistency of Library communications, in both quality and content.