

SPARWOOD PUBLIC LIBRARY ASSOCIATION (SPLA) STATEMENT of POLICIES		Page:	1 of 1
Chapter:	INFORMATION & COMMUNICATIONS MANAGEMENT	SP No.	E.1
Subject:	Communications Protocol	Approved:	April 15, 2024
Issued by:	Board Trustees	Subject to Review:	2025
Replaces:	NEW	Dated:	

POLICY

1. The Sparwood Public Library shall strive to make its communications clear, timely, accurate, and accessible. The library is non-partisan and shall not endorse or advocate the viewpoints of a political party, religion, organization, or group through its communications.
2. The library shall use new communication approaches, balanced with traditional methods, to reach and engage with the community.

Official Spokesperson

3. The Chair of the Sparwood Public Library Association and/or the Chief Librarian shall be the spokesperson when statements on behalf of the library are required.
4. The **SPLA** board is the source of information for the media on library governance and policy including financial, legal, and human resources. The Chief Librarian shall respond to requests for information about library operations.
5. The Chair and/or the Chief Librarian may designate other representatives to speak on certain topics as appropriate. Employees and/or board trustees shall not speak on behalf of the Sparwood Public Library unless requested.

Media Releases and Promotional Materials

6. Media releases and other promotional materials shall be approved by the Chief Librarian or designate.

Crisis Communication

7. The Sparwood Public Library shall make every effort to provide timely and accurate information in the event of a crisis or emergency affecting the library. The library shall be transparent in its communications while being mindful of legal and privacy concerns. Maintaining public confidence and safeguarding the reputation of the library is the goal of crisis communication.

PURPOSE

8. To guide the **SPLA's** communications.

RESPONSIBILITY

9. This policy applies to the **SPLA** board, employees, and volunteers.
10. This policy shall be reviewed annually.