

POLICY 400

PUBLIC RELATIONS

The communications relationship between the public and the Lisle Library District (LLD) is a very important affiliation. Managing accurate, clear, and pertinent information about the LLD is a public relations responsibility. Public relations also includes LLD promotional materials and the use of the LLD logo.

A. Spokespeople

1. The Library Director is the authority for LLD communications. The Director or Assistant Director (if the Director is unavailable) shall speak/communicate on behalf of the LLD and is responsible for all official statements to the public and/or media.
 - a. The Library Director or designee shall review and/or administer applicable communications such as, but not limited to, social media posts, email communications, and authorized letters.
2. The Board President or Vice President (if the President is unavailable) shall speak/communicate on behalf of the LLD Board of Trustees and is responsible for all official Board statements to the public and/or media.

B. Employees

LLD employees represent the Library in various public interactions. Conversations and other communications about the LLD may occur while on duty or off duty. It is understood that all LLD employees have the right to their personal opinions regarding LLD matters. It is also understood that LLD employees must abide by all LLD policies while on duty. Should an employee provide personal viewpoints about the LLD to the public, there are guidelines that must be followed:

1. When on duty, the employee shall abide by all LLD policies.
2. Outside of the Director, Assistant Director, or Board President (Vice President), an employee shall not act as spokesperson for the LLD. However, each employee shall act as a representative of the LLD upholding high standards of communication and workplace ethics.
3. If, while off duty, an employee expresses views about the LLD and publicly identifies themselves as an LLD employee, whether in person or in writing, they must include a statement that the views expressed do not represent the views of the Lisle Library District. It must be clear that the opinions are their own.
4. Employees may not utilize LLD stationary or use the LLD logo without express permission from the LLD Director, as use of official letterhead and/or logo can signify endorsement or authority.

C. Media

The distribution of content via digital platforms, such as television, radio, and internet channels, provide an efficient way to disseminate information. Print media outlets, such as newspapers and magazines, may also request information from an institution. In the event any member of the media seeks LLD information, certain guidelines must be followed:

1. All media requests shall be managed by LLD spokespeople (See A1 & 2 above).
2. Emergencies and Sensitive/Controversial Issues: Official statements to the public will be made by the Director or their designee. The Director will make every effort to inform the Board President prior to providing an official statement. If that is not possible, the Director will inform the Board via email after a statement is made.
 - a. When an emergency or controversial incident occurs in the Director's absence, it is critical that employees contact the Director as soon as possible to confirm proper protocols.
3. Litigation and Election Issues: Official statements to the public regarding pending litigation, exposure to litigation, or election matters should be immediately referred to the Library Director. The Director shall inform the Board President regarding any litigation and/or election matters. The Director shall consult with the Library Attorney on matters that involve litigation and/or elections. The Director and Board President shall confer on the distribution of an official statement. If required, the Library Attorney may issue the LLD's official statement.

D. Promotion

Promotional vehicles and platforms, such as newsletters, social media, handouts, brochures, signs, banners, and press releases, shall be coordinated by the Director. The Library logo shall appear on promotional materials and on all digital platforms to indicate LLD sponsorship.

1. When the LLD offers items to the public with an LLD logo imprint, such items shall be reviewed and approved by the Director before an order is placed to ensure it meets both the needs of the LLD and quality design standards.
2. For more information on social media promotional protocol, see LLD Policy 342.
3. For more information on signs and promotional literature, see LLD Policy 635.

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