**VALENTINE PUBLIC LIBRARY  
ADVOCACY/PUBLIC RELATIONS /MARKETING POLICY**

The Valentine Public Library's Advocacy, Public Relations, and Marketing efforts aim to foster a strong understanding of the library's mission, objectives, and services among local governing officials, civic leaders, and the broader community. These efforts are designed not only to increase awareness but also to encourage active engagement with the diverse range of resources and programs the library offers. By promoting the library as a vital hub for lifelong learning, cultural enrichment, and community connection, we strive to serve people of all ages and backgrounds, ensuring that the library remains an essential and valued asset within the community.

1. The Board and all library staff are constantly aware that the library exists solely to serve the needs of patrons and the community.

2. The Board acknowledges that public relations are a collective responsibility, involving everyone connected with the library. It encourages all Board members and staff to serve as advocates for the library, understanding that they represent the library in every public interaction. Whether through formal or informal contact, everyone has the opportunity to promote the library’s mission and services, contributing to a positive and supportive image within the community.

3. The library director is responsible for fostering positive public relations to enhance awareness of the library's services through strategic marketing, presentations, events, and programming. The director will actively engage with community organizations, maintaining regular contact to inform them of available library resources, seek feedback for service improvements, and encourage volunteer support for library programs. This outreach strengthens community partnerships and ensures the library remains responsive to local needs while promoting broader participation in its services and initiatives.

4. The library staff will develop and sustain a comprehensive marketing plan to promote the library's mission and services. This plan will incorporate a blend of traditional and digital marketing strategies, such as print materials, local media outreach, social media engagement, email campaigns, and the library’s website, to effectively reach a diverse audience. All marketing initiatives will align with the library’s core values of accessibility, inclusivity, and service excellence, ensuring the library maintains a welcoming, relevant, and visible presence within the community.

Reviewed and adopted by the Valentine Public Library Board on **09/23/2024.**