

Public Relations Policy

In order to promote, an understanding of the library's goals and objectives, and to encourage library use and active participation in the various services offered by the library to people of all ages, it will be the policy of the Thomas Memorial Library to:

- Create and distribute promotional flyers, posters, and brochures to publicize library events and services.
- Provide an actively maintained website to provide online access to all the library's events, collections and policies as well as aggressively using appropriate social media tools to promote the library.
- Publicize library events and services in the *Cape Courier* on a regular basis. When appropriate, efforts will be made to publicize events in other media, such as the Portland newspapers, the local cable channel, and other television and radio broadcasts. While the library will post promotional flyers for events from outside groups that are held in the library facility, the responsibility for publicizing these events lies with the sponsoring group.
- Provide tours of the library facility for new patrons conducted by library staff whenever appropriate.
- Locate suggestion boxes in both the Adult and Children's areas of the library to actively solicit patron input into library services.
- Provide opportunities for patrons to participate in formal and informal evaluations of library services.
- Maintain request books and/or databases in both the Adult and Children's areas of library for materials that patrons would like the library to acquire.