



## **PUBLIC RELATIONS COMMUNICATION POLICY**

### ***Georgia Library Association (GLA) Marketing and Branding Committee***

The purpose of the Public Relations Communication Policy is to ensure that GLA communicates information about the Association policies, procedures, and events to present and potential members to assure effective and maximum use.

The objectives of the public relations of GLA are:

- To promote the Association and GLA Events
- To stimulate interest in the Association
- To set the standard for Listservs and digital communication for the Association and its other committees, divisions, interest groups, and roundtables.

The following means may be used to accomplish the foregoing objectives:

1. Specific goals and activities shall be developed annually and the program shall be evaluated periodically.
2. Surveys of the GLA community can be made to assure the responsiveness of GLA events and resources to the interests and needs of its members.
3. Separate Social Media and Website Policies shall be adhered to.
4. Promotional materials produced shall adhere to the Association's Marketing and Branding Guidelines. All materials printed with the GLA logo should be sent to the Vice President of Marketing and Branding for approval prior to production and/or distribution. All electronic postings, emails, press releases or other communication about GLA or GLA events can be sent to the Marketing and Branding Committee using established procedures for review and distribution.
5. The Vice President of Marketing and Branding and/or the Chair of the Marketing and Branding Committee, or another member designated by the committee, shall have the responsibility for coordinating the public relations and public informational activities of GLA.
6. Contacts, policies, procedures and all pertinent information to assist the committee in public relations, marketing, branding or communications shall be handed down each time an officer leaves the committee.
7. All communications across Listservs shall be with the intent to discuss issues of importance to libraries in the state; communicate about GLA's mission, goals or activities;

publicize GLA events or other events related to libraries of all types; ask colleagues questions or advice; and/or to contact the Executive Board members of the Association with suggestions. It is also a vehicle to communicate with members in a timely fashion. Communications that do not meet the intents listed above should not be posted.

8. In all of these communications, members, officers, and committee members are required to uphold the highest standards of professionalism and ethical behavior. Unconstructive behaviors or comments are not permissible and may lead to action on behalf of GLA to end and remove such communication. GLA also reserves the right to disallow individuals from conducting such practices through GLA communication channels and be banned from GLA's Listserv.

9. All communication by GLA must abide by federal and state requirements, including IRS regulations prohibiting GLA from endorsing any political candidate. All parties must also abide by other applicable law, such as copyright and defamation laws, as well as the terms of service, terms of use, privacy policies, and other requirements of any communications platforms. (Note: The GLA Social Media Policy covers policies and practices for the development and use of social media sites and the GLA Website Policy covers policies and practices for the development and use of the GLA website.)

10. While members of GLA may act as agents (i.e., representatives) of the Association's interests in multiple forums, in the specific areas of legislative or policy activities, financial matters, communication with the media, and contractual obligations, only the officers and contracted staff of the Association have the authority to represent the Association. For example, a member may serve in the role of an agent of GLA in the course of negotiating with a speaker for a conference program, only the GLA President may approve the final contract with the speaker.

11. Committees, interest groups, roundtables and divisions may develop and distribute a variety of content to their members. Any content that is intended for mass distribution to GLA members or non-GLA members can first be reviewed by the Marketing and Branding Committee to ensure consistency with GLA's mission, goals, and standards. Such content should be submitted using established procedures for review and distribution.

Even if the content is not submitted to the committee for review, the content should adhere to professional standards and be free of mistakes, misinformation or communication that does not adhere with this policy or follow GLA's mission, goals, and standards.