

Communications

Purpose

This communication policy aims to ensure efficient, effective, timely and comprehensive communications with stakeholders of the Sylvan Lake Municipal Library.

Desired Outcomes

Provide citizens with timely, accurate, clear, objective and complete information about policies, programs, services, and initiatives.

Employ a variety of ways and means to communicate and provide information to accommodate diverse needs.

Citizens will be able to attend and participate in public meetings.

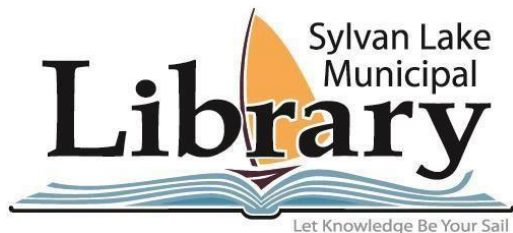
Library information, both online and in print, will have a clearly recognized identity.

I. CITIZENS FINDING INFORMATION

A. Library Website

A primary source of official information for the Sylvan Lake Municipal Library is the library's website: www.sylvanlibrary.prl.ab.ca. The website is utilized to access information written by the library staff and is a resource for searchable reference material pertaining to the Library.

1. The website is the primary source of official library information, facilitating communication between the public, The Town of Sylvan Lake Library Board and library staff.
2. Library staff will maintain up-to-date user-friendly information to assist citizens regarding library access, programs, services, and events, including an up-to-date calendar for programs, events, and meetings open to the public.
3. The website will make accessible materials from the Town of Sylvan Lake Library Board, including a Board meeting calendar, Board meeting agendas, past minutes, policies and procedures, and any other pertinent materials from the Board.
4. The website will contain Hours of Service and the Library's contact information, including the phone number, e-mail address, and physical address, to ensure ease of communication with the Library staff.
5. Online library services will be expanded where appropriate.



Communications

B. Press Releases

1. The Sylvan Lake Municipal Library Director, or their designate, will issue releases regarding library operations, including but not limited to day-to-day issues, activities, programs, services, and events.
2. The Town of Sylvan Lake Library Board Chair, or their designate, will issue releases regarding high-level organizational announcements or issues. All communications with the media will be accurate in nature.

C. Advertising

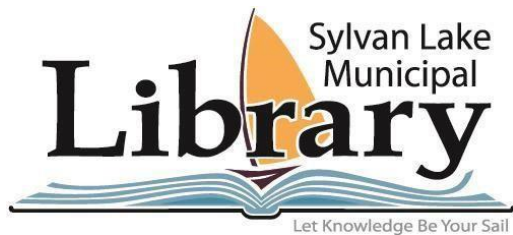
1. The Sylvan Lake Municipal Library will place advertisements in any medium deemed appropriate, including but not limited to local newspapers, social media, radio stations, magazines, activity guides, billboards, signs, direct mail-outs, and other media.
2. The Sylvan Lake Municipal Library's advertising will be inclusive and reflective of the diversity of library stakeholders. As such, the Library will only advertise in media or with organizations that align with the values and goals set out in the Plan of Service.

D. Social Media

1. The Sylvan Lake Municipal Library utilizes social media accounts for communications.
2. Library social media accounts will be monitored daily by Library staff, primarily during business hours.
3. The Library's social media accounts will be used to generate discussions, share updates, and post information about the Library and other community partners, including but not limited to events, programs, activities, and news.
 - a. The Library may share posts
 - i. Partnered events;
 - ii. Free Town/Community events and services;
 - iii. Free non-profit events and services; and
 - iv. Paid/fundraising non-profit events.

E. Media Enquiries

1. The Chair is the official spokesperson on behalf of The Town of Sylvan Lake Library Board for high-level organizational matters.
2. The Library Director is the official spokesperson for all operational matters of the Sylvan Lake Municipal Library.
3. The Chair and the Library Director may delegate others to speak to the media on their behalf from time to time.



Communications

F. Bulletin Boards

1. The Library Bulletin boards are intended to advertise Library services and programs. The Library will also post community event posters and notices in the following priority order
 - a. Free Town/Community events and services
 - b. Free non-profit events and services
 - c. Paid/fundraising non-profit events

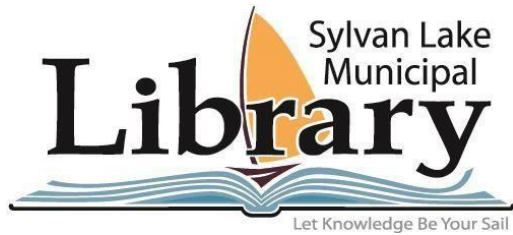
II. CITIZENS COMMUNICATING WITH THE TOWN OF SYLVAN LAKE LIBRARY BOARD

A. Communications

1. The Town of Sylvan Lake Library Board Members are listed on the Library Website.
2. Citizens requesting action from the Board or wishing to ensure their communication is addressed formally by all of the Board should send their communication to the Board Chair, email: brdchrslml@gmail.com or addressed in care of The Town of Sylvan Lake Library Board to the library's address.
3. Any communication in writing addressed to all members of the Board will be addressed at the next Board meeting so that the Board can formally deal with the matter. Formal written responses will be sent.

B. Board Meetings

1. The Town of Sylvan Lake Library Board holds its monthly meetings at the Sylvan Lake Municipal Library in the program room. The room is large enough to accommodate visitors and guests. Visitors/guests are requested to sit in chairs set along the wall, while the Board members will sit at the table.
2. A person wishing to make a formal representation directly to the Board at a regular meeting shall advise the Chair at least 10 days prior to the regularly scheduled Board meeting. Board meetings are scheduled the second Wednesday of the month unless changed due to conflicts.
3. The written request shall include the contact information of the person wishing to appear before the Board, along with a brief explanation of the subject to be addressed and the specific request to be made to the Board.



Communications

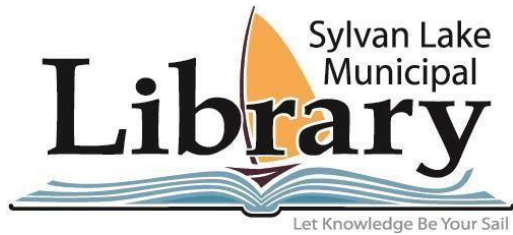
4. All presentation material is to be provided with the written request and will be forwarded to the Chair in writing and must:
 - i. Be legible and coherent;
 - ii. Name the individual authorized to speak;
 - iii. Indicate the reason/request to be spoken to;
 - iv. Be signed by the person making the request;
 - v. Be able to identify the writer and the writer's contact information;
 - vi. Not be rude or disrespectful.

5. After receiving the request to speak on any item, the Chair will place the request on the agenda.
 - i. The Chair will introduce the speaker(s);
 - ii. The speaker will state their name;
 - iii. After the speaker has spoken to the reason/request, the Board will ask only questions of clarification that are relevant to the subject of the request and will avoid repetition. Persons speaking to the subject will be restricted to talking to the relevant subject matter only. The speaker shall be limited to ten minutes of presentation time.
 - iv. The meeting will proceed once the speaker has presented to the Board. The item will come up for discussion at the discretion of the Board.
 - v. All Board meetings shall provide an opportunity for members of the public to attend regular meetings.
 - vi. Cell phones are to be placed in the 'silent mode' during a meeting.
 - vii. Any recordings of procedures will be permitted by, but not limited to, cell phones, tablets, tape recorders, etc. The use of these must be disclosed at the beginning of the meeting.

CORPORATE IDENTITY STANDARDS

Library Logo

1. The correct use of the logo is outlined in the ASYL Visual Identity; deviations from the outlined proper usage are not allowed.
2. The ASYL Visual Identity outlines the elements of the Sylvan Lake Municipal Library brand, including the voice, imagery, and design elements of the Library.
3. All printed marketing and communications materials, such as posters and newspaper ads, must include the Library logo.



Communications

4. The use of the logo on external-facing designs must be pre-approved by the library director or their designate.
5. Canadian Press Style Guide standards are to be followed in all Library materials.
6. All staff, volunteers, and Board members of the Sylvan Lake Municipal Library are brand managers and are responsible for adhering to the ASYL Visual Identity.

Approved: December 11, 2019
Board Chair: Deb Parry

Revised: July 30, 2019
Board Chair: Deb Parry

Revised: May 8, 2024
Board Chair: Carol Moore