Communication Plan

Patrons

- Emails to the SWGRL listserv when we have more concrete news to share with patrons
- Digital reference services via email and social media accounts
  - Phone reference services when staff return to the library
- Website updates to provide latest news, reflect changes in library schedule, and other necessary information
- Daily social media posts on Facebook and Twitter regarding latest library news, digital resources, and posts meant to encourage engagement
- Send library news and information to WALB (Niah Humphrey), WCTV, WTWC, WTXL, Bainbridge City (Crystal Hines) and Bainbridge Public Safety (Julie Harris)
- Send latest updates to the Family Connection coordinators of Decatur (Ronnie Burke), Miller (Leigh Ribolzi), and Seminole (Billie McLendon)
- Send latest updates to Decatur County Schools, Miller County Schools, Seminole County Schools, Grace Academy, and Spring Creek Academy
- Send latest updates to the Department of Labor office in Bainbridge
- Send library news and information to First National Bank, First Port City Bank, PeoplesSouth Bank, First State Bank, Georgia Community Bank, and Ameris Bank
- Weekly news articles in local papers and online news sources
  - The Post-Searchlight, Miller County Liberal, Donalsonville News
  - Bainbridgega.com, sowegalive.com
  - WALB, WCTV, WTWC, WTXL
  - Managers will update library sign boards to convey latest information

Staff

- Communicate primarily through email
  - Communicate on the phone for more immediate needs
- Inform staff about the aspects of reopening procedures as decisions are made
- Communicate with branch managers on a regular basis about library news, best practices, and all aspects of the library response to COVID-19
- Seek input from staff about appropriate patron services and responses to COVID-19
- Communicate with staff about their duties in preparation for reopening and after reopening
- Provide assistance and advice to staff about reopening procedures as they face issues
- Relay latest recommendations from experts and government officials regarding COVID-19
  - CDC, White House, Governor’s Office

Excerpted with permission from:
Phased Plan to Reopen the Southwest Georgia Regional Library
Media

- Special press releases when we have more concrete news to share
- Weekly news articles in local papers and online news sources
  - *The Post-Searchlight, Miller County Liberal, Donalsonville News*
  - WALB, WCTV, WTWC, WTXL
  - Bainbridgega.com, sowegalive.com
- Daily social media posts