

SUBJECT: COMMUNICATIONS POLICY**I. PURPOSE**

The Naperville Public Library Board of Trustees recognizes the need to communicate effectively in order to create, cultivate and expand awareness of the Naperville Public Library's collections, services and programs throughout our priority service area of incorporated Naperville and for other key audiences.

II. SCOPE

The policy applies to all official Library communication and when Board and staff members are speaking as representatives of the Library. The policy in no way abridges the freedom of speech of individual staff or Board members when presenting personal opinions.

III. PROVISIONS

- A. There exist two primary target audiences for communications: (1) residents of incorporated Naperville and special groups as applicable to specific services and/or programs and (2) internal audiences such as the Board of Trustees, Library personnel and sources of support.
- B. Communications campaigns, generated at any level, are approved and directed by the Executive Director and planned and executed by the Community Services Department with support from appropriate staff.
- C. At the direction of the Executive Director, the Community Services Department is responsible for the development and distribution of internal procedures established to insure consistency of content, texts, messages and design in the Library's communication efforts.