

5.00 Policy and procedures—Marketing

Mission Statement

revised: November 12, 2010

The Marketing Department promotes library resources, new and traditional services, special events and the library's Meeting Center through a variety of digital, print, and social media.

5.1 Publications

The library produces various publications in order to communicate with the public on a wide range of topics, from upcoming events to changes in policy.

Official publications are defined as print- or web-based documents produced by staff and submitted to the Marketing Department for review, revision, and approval. Official publications might include flyers, brochures, calendars, bookmarks, web graphics, signage, and so on.

In many cases, Marketing initiates the production of publications, applying the same professional standards to its own documents as it does to those initiated by other departments.

The review, revision, and approval process is established by the following workflow:

1. Staff member creates first draft of publication and saves it in the appropriate folder on the shared network drive, accessible to all library staff.
2. Department/immediate supervisor reviews and revises draft on the network drive.
3. Department/immediate supervisor alerts Marketing to the publication needing review on the network drive. No need to send hardcopies.
4. Marketing reviews, revises, and approves publication on library's shared drive. Scope of approval: content and design.

5.2 Online Communication

The library maintains an active, coordinated online presence through its official website, catalog, and social media (Facebook, Twitter, Smugmug, and other social media platforms), utilizing them to communicate with the public in an accurate and engaging manner.

Official library sites are maintained by the Marketing Department.

Online communication encompasses visual, textual, and auditory content created by the library. Marketing produces original content through available technologies and according to professional best practices.

5.3 Meeting Center Guidelines and Brochure

Meeting Center Guidelines, full-color brochure, and reservation request are available online by going to the library's website (www.mcallenlibrary.net) and clicking on the Meeting Center link, or by going directly to: <http://www.mcallenlibrary.net/services/meetingcenter.aspx>.