

## **5.00 Policy and procedures—Marketing**

### *Mission Statement*

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, and other promotional publications.

Marketing applies the same professional standards to its own documents as it does to those initiated by other departments.

## **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](http://www.mcallenlibrary.net)) and clicking on the Meeting Center link, or by going directly to: <http://www.mcallenlibrary.net/services/meetingcenter.aspx>.