

Marketing & Outreach Policy

Authority: Library Board

Date Created: April 15, 2013

Date Reviewed:

Purpose

The purpose of this policy is to provide a framework for the promotion and publicity of official documents (publications, websites, notices, and other materials belonging to the library) and outreach services by the East Gwillimbury Public Library.

Policy Statement

The Library provides high quality services to all residents of East Gwillimbury, offering a neutral space that protects the Library's principles of intellectual freedom and equity of access to information, programs and services. EGPL will promote and publicize these core services inside and outside of the Library to help enrich lives, enhance opportunities and contribute to a healthy community.

Guidelines

1. Guidelines for promotion and publicity

- Publicity does not negatively affect the organization.
- Protect the confidentiality of customer records as governed by the Municipal Freedom of Information and Protection of Privacy Act and the Library's Access to Information and Protection of Privacy Policy.
- Publicity and promotions must be in compliance with East Gwillimbury by-laws; applicable provincial and federal laws and regulations, including the Ontario Human Rights Code; and the *Canadian Code of Advertising Standards*.
- Specifications and guidelines for promotion locations, sizes, formats and rates are established and managed by the Library and must be adhered to the Canadian National Institute for the Blind (CNIB) Print Guidelines and AODA standards and must be appropriate for all ages, in keeping with the

Library's goal of creating a welcoming and supportive environment for everyone.

2. The library will not promote or publicize

- Materials promoting discrimination, stereotypes, socially unacceptable behavior, gratuitous violence, obscene or profane language or unfair representation.
- Condone any form of personal discrimination, including that based upon race, national origin, ethnic origin, religion, age, ancestry, colour, citizenship, creed (religion), sex, sexual orientation, gender identity, record of offence, marital/family status, same sex partnership status, or disability;
- Appear to exploit, condone, or incite violence; or directly encourage or exhibit obvious indifference to, unlawful or reprehensive behavior;
- Demean, denigrate, or disparage any identifiable person, group of persons, firm, organization, industrial or commercial activity, profession, product or service, or attempt to bring it or them into public contempt or ridicule;
- Undermine human dignity; or display obvious indifference to, or encourage, gratuitously and without merit, conduct or attitudes that offend the standards of public decency prevailing among a significant segment of the population;
- Advertising that is partisan or political in nature;
- Promote views and ideas that are likely to promote discrimination and hatred;
- Fundraising, unless otherwise approved upon by the Board;
- The promotion of religious beliefs or convictions
- Personal ads and notices, and notices of items for sale or rent;

Outreach

Outreach refers to services and programs offered outside of the Library and are a way of promoting the Library to new, underserved or unserved users. Outreach is a method of promoting the Library using consistent branding and promotion, building a presence in our community.

In accordance with the Library's guidelines for promotion and publicity (above), the Library will apply the same standards when performing outreach services. All employees performing outreach services shall treat each event with diplomacy, tact and objectivity, and shall recognize that such contact with the public affects the Library's public image.

The library is committed to meeting the needs of patrons with disabilities and will provide, upon request, alternate formats and communication supports, in compliance with the *Integrated Accessibility Standards Regulation, Ontario Regulation 191/11* and the *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)*.

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