

Muskoka Lakes Township Public Library
LIBRARY BOARD POLICY

Policy Type: Operational	Policy Number: OP-08
Policy Title: Promotional Materials	Policy Approval Date: 04/25/23
Chairperson: V. Duke	Policy Review Date: 04/27

Intent: The Muskoka Lakes Public Library Board (herein after referred to as the Board) encourages staff and volunteers to use promotional material to promote the Library and its activities.

Regulations:

The preparation and distribution of promotional material must be in compliance with the Anti-Spam Legislation and the Board's Protection of Privacy, Access to Information and Messages under CASL Policy OP-03 and approved by the CEO prior to circulation.

Procedures:

1. Promotional material includes, but is not limited to, traditional methods such as posters and handouts as well as social media such as Facebook, twitter, website notices, newsletters and email blasts.
2. Staff and volunteers are encouraged to prepare materials that are creative, attractive, clear, concise, accurate and complete.
3. The material must include and clearly state any charges to participants for the activity.
4. The material should, as appropriate, include appreciation and names for any sponsors or contributors.
5. The Library may participate in co-operative programs with other agencies, organizations, institutions or individuals. Promotional material for such programmes must be approved by the CEO or designate and meet the requirements outlined in this policy.

Related Documents:

MLPL OP-03 Protection of Privacy, Access to Information and Messages under CASL