

# Parsippany Library Staff Intranet

## Marketing and PR Wiki

The [Parsippany Library Marketing + PR Wiki](#) is a centralized internal page created specifically for a public library environment, designed to make it easier for staff to promote services and programs clearly, accurately, and consistently. Because public libraries serve a wide range of ages, needs, and communication preferences, marketing information has to be easy to find, quick to use, and aligned across teams. This intranet page provides a single, staff-friendly location for the most important marketing and public relations resources used in day-to-day library work.

The key purpose of this intranet is to address the ongoing need for consistency in marketing across Parsippany Library branches. When patrons interact with the Library - whether in person, online, or through community partners, they should encounter the same tone, branding, and core messages no matter which branch they visit. This hub supports that goal by offering approved language, standardized templates, and clear guidance for promoting events and services across multiple channels.

The page is organized around practical staff workflows. It includes *quick action* links for common tasks such as promoting an event, submitting a marketing request, finding templates and assets, and following posting standards for web, newsletter, and social media. It also includes ready-to-use messaging (boilerplates) so staff can share accurate information without reinventing text each time. For PR needs, the intranet provides guidance for handling media inquiries and a simple routing process to ensure that requests are responded to appropriately and consistently.

Overall, the Parsippany Library Staff Intranet strengthens internal communications and improves the quality of public-facing outreach. By centralizing resources and setting shared standards, it helps staff across branches work from the same playbook—saving time, reducing confusion, and presenting a unified, professional voice to the community.

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The Parsippany Library Marketing + PR Wiki can be found [here](#).