

Start Spreading the News - Marketing the 21st Century Library
March 31, 10 - 12 p.m. - Hooksett Library
Meeting Notes

Which Platforms, How & Why

- Most libraries using at least Facebook.
 - Most FB users are late twenties to early fifties now.
- Some libraries using Twitter, Instagram, YouTube, Pinterest, etc. to a lesser extent.
- Tumblr being used at Concord, Baker Free Library, etc. - for teens.
- Social Media not about getting people into the library and at programs - it is about engaging patrons with your mission.
- Social media and your website are your digital branch
- Social media is a way to reach and cultivate library supporters.
- Most libraries using print or email newsletters.
- Word of mouth publicity can be very effective!
- Newspapers still relevant.
- Many libraries using Weebly (Free) or Librarywebsites.com for their website.

Social Media

- How to manage it:
 - Multiple staff members posting to share the work.
 - Posting at least once a day to engage your audience is important.
 - Hootsuite being used by libraries to schedule posting to Twitter and FB.
 - Buffer is being used by libraries to schedule posts to Twitter.
- Content ideas:
 - Follow other libraries and sites and share their content via your news feed.
 - Share OverDrive new purchases link.
 - Important local information (road closures, power outages, etc.), town departments, etc.
 - Posting pictures after an event can lead to high engagement.
 - Pictures of children having fun are the most engaging.
 - Signed releases for children at many libraries
 - Get the parents at storytime registration time.
 - Post library accomplishments
 - First child completing the 1,000 books before kindergarten
 - Content that delivers important information or is emotional.

- Behind the scenes at the library images.
- Create a post that requires people to “like” it or “share” it to vote.
- [Library Market - Dropbox](#)
 - A resource for free library related images and content
- Put logos of social media services on all print publicity
- Tell your trustees to share your FB posts.
- Try tagging local news sources or organizations to engage them and let them know you are sharing their content (e.g. Tag the Concord Insider on Instagram)

Email & Print Newsletters

- Email is still good way to communicate with patrons.
- Concord creates a print newsletter and also sends it out monthly / bi-monthly via Email as a PDF.
- Mailchimp and Constant Contact are being used for Email newsletters.
- Design your Email newsletter for mobile users - use images, less text, call to action button, etc.
- Include community information and news
- If your Town sends out a newsletter see if library content can be included.
- A Chamber of Commerce newsletter may be willing to include your library.
- Print newsletters quarterly, twice a year, monthly at many libraries.
 - Sending them out sparingly to community organizations (churches, civic groups, etc), or library friends members. Electronic version sent out to patrons.
- Have an opt in for receiving the newsletter on your library card registration form, program evaluations, etc.
- Some libraries engaging in targeted Email communications (by interests: technology, gaming, etc.).
- PTA and School newsletters may be something you can include content in.

Press Releases - Public Relations

- Send a picture with your press release to get it published!
 - Include names of people in the picture if possible.
- Older patrons still reading the paper and learning about events, services, etc. through this medium.
- Send a short version and a long version of your press release to help the reporter.
- Send it to multiple contacts at a newspaper to increase your chances.

- Include quotes by library administration, event attendees, etc.
- Concord Insider, The Hippo, Free local newspapers, etc. were mentioned as good media outlets.
- Paid color ads in newspaper really increased attendance at Laconia events.
- Baker Free Library has had success with paid newspaper fundraising color ads for their lower level renovations.
- Facebook advertising and post boosts
 - Libraries have seen slight improvements in attendance from using the boost feature for publicizing events.
 - Use ad manager not the “boost” option on the post. You can target more directly this way.
 - Nashua has a paypal account set up by their Friends for buying ads and boosting posts.
 - Many libraries trying to boost posts or create ads for small sums of money to generate interest in events, fundraising, etc.

Print Publicity (Flyers, Handouts, etc.)

- Flyers
 - Posting flyers at stores, post office, laundromats, public restrooms, etc.
 - Some feel that there is not enough time.
 - Post where people have to stop (waiting in line for bathroom, near the coffee, etc.)
 - Ask people to post a jpeg of your flyer to their social media page.
 - Save your flyer as a jpeg and add it to a slideshow to display before an event, on a screen at the front desk, etc.
- Banners can be created fairly inexpensively through services like Vista Print.
- Canva.com (free service for designing flyers, posters, etc.)
- Bookmarks, quarter sheets, scaled down versions of flyers are helpful handouts for advertising programs.

Word of Mouth

- Concord has a “Did you know” handout for their front desk employees. It has an image detailing the initiative on the front and talking points on the back to help them understand the promo and talk about it to patrons.
- Target outside groups with an interest in the topic you are promoting: moms group, local garden club, nearby senior centers, etc.
- Include flyers in book displays
- Target the movers and shakers in your community who will spread the word.

- Chat people up at programs, in the around town, etc.

Calendars

- Warner is managing a google calendar for whole town. Doesn't take that much time and highlights the library's events and role in the community. Hopkinton doing this as well.
- Team Up is a service being used at the Baker Free Library.
- Eventkeeper is a calendar service being used at the Hooksett Library.

Working with Schools

- Bow working with local Montessori School - Go to parent teacher night and promote library and getting a library card. Get the teachers registered for cards.
- Some libraries allow anyone going to school in the community to get a free library card.
- Provide educational events that help meet school curriculum.
- Arrange school class tours to expose students to the library.
- Work with school librarians to promote library events and services.
- Ask schools to link to your public library catalog and website.

Miscellaneous

- Concord has a marketing plan and publicity guidelines.
- Nashua includes "how did you learn about the event" in their eventkeeper registration forms (Hooksett does too!)

Programming Mentioned

- Books and Brew a program by Concord Public Library
 - Meet at True Brew and talk about what you are reading.
 - Stay as one group and share one book they have read during the first hour. Socialize during second hour
 - Drawing a variety of ages.
 - Wednesday evenings
- Passive Programming
 - Board Game Nights (put out the games and snacks)
 - Coloring Night (put out supplies, check in, etc.)

- Choose an NH Humanities topic (and grant) that relates to middle school curriculum and work with the schools. Can help develop a relationship with the schools/teachers.

Tools Mentioned

- Canva.com (free service for designing flyers, posters, etc.)
\$10 a month for Canva professional subscription for additional features.
Canva allows for creating images of flyers optimized to post to FB, websites, etc.
- Constant Contact
- Mail Chimp
- Hootsuite - scheduling FB and Twitter posts
- Buffer - scheduling Twitter posts
- Weebly
- Librarywebsites.com

Other Resources

- Articles
 - [How to Prove a Libraries Relevance](#)
 - [Marketing Libraries is Like Marketing Mayonnaise Websites](#)
- Websites
 - [Content Marketing for Libraries](#) blog
 - [Library Marketing Toolkit](#)
 - [The M Word](#) blog
 - [David Lee King](#) - Social Media-Emerging Trends-Libraries
 - Lynda.com (marketing classes) - NHSL has licenses you can use.
- Books
 - Ben Bizzle - [Start a Revolution: Stop acting like a library](#)
 - Kathy Dempsey - [The Accidental Library Marketer](#)
 - Nancy Dowd - [Bite-Sized Marketing](#)
- Other
 - NH Nonprofits e-alerts (sign up)
 - Baker Free Library partnered with SNHU for a social media class and to get assistance from students at the school. This is an annual program via SNHU that you can apply to participate in. They evaluate and provide you with a written report about your social media effort.