

Hello!

You can find me at:

@geometericrabbit
shelmick@burlington.lib.ia.us

Tags:

#ALreads

#socialmediamarketing

#librarylife

#amreading



In learning:

Burlington Noon Lions

ALA Public Awareness Committee

(#LibrariesTransform & Library Card Sign-Up Month)

ALA Emerging Leaders (YALSA Social Media Project)

GLBTRT: Toolkit

Mobile Social Marketing (Rowman & Littlefield)

SCC School of Business: Social Marketing Classes

YALSAblog



BECAUSE THERE ARE MORE **FOR THE 2016**

BECAUSE THE WORLD IS AT THEIR FINGERTIPS AND THE WORLD CAN BE A SCARY PLACE.

BECAUSE MORE THAN A QUARTER OF U.S. HOUSEHOLDS DON'T HAVE A COMPUTER WITH AN INTERNET CONNECTION.

BECAUSE STUDENTS CAN'T **AFFORD JOURI** A RAM

NOOL



SHOULDN'T YOU BE ABLE TO BRING YOUR GRANDE CARAMEL SNICKERDOODLE **MACCHIATO?**

BECAUSE **EMPLOYERS** WANT **CANDIDATES**





Overview

- BINGO!
- The Checklist
- Engagement with Content
- Scheduling
- Native/Organic Marketing
- Brand Narrative
- Strategy Audit (Social Media Survey)
- 2018 Trends



MARKETING LIBRARY PROGRAMS FOR INCREASED IMPACT







THE CHECKLIST

No wise pilot, no matter how great their talent and experience, fails to use a checklist."- Charlie Munger

- guideposts from start to finish
- includes budget, audience, PR language, as well as traditional and modern marketing
- adaptable and subject to update
- a tool used by all staff
- incorporates natural promoters in community and organic marketers from the library stakeholder group

Event Promotion Checklist

Title:	Date/Time:
Location:	
Purpose:	
Where to go for more info:	
Who are my promoters:	
As soon as possible (at least 6-8 weeks prior	to the event)
□ Reserve room(s)	
□ Enter in BPL events calendar (no photo)	
 include email address of coordinator 	
□ link to registration page	
mark other location and put in location und	er that heading even if meeting room
use save and send to schedule text/email	
□ set # of days	
 write message, include event name 	e, date, time and link to registration or Facebook event
□ Request needed funds (G/B funds, Friends, other);	enter Friends requests on Drive document
 Add to BPL staff calendar except for weekly progra 	ms like storytimes
□ Submit to Greater Burlington Partnership Calendar	
http://www.greaterburlington.com/living-here/e	events-calendar/submit-an-event/
□ Submit to TriStates Public Radio Calendar	
http://tspr.org/community-calendar	

6 Weeks Out

At least 6 weeks prior
□ Create Google registration form for library website Y / N
□ Write press release (back of checklist for locations of where to send)
□ Write newsletter blurb and send to Sam
 □ Give info and/or thumbnail to Becky (youth) or Sam (adult/family), discuss what of the following you would like: □ Digital signs
□ Facebook/webpage banner, link image to Facebook event or registration page
□ Copies of sign and banner .JPGs for event coordinator for Twitter/Instragram
□ Website
□ Calendar event photo
☐ Google drive photos
□ Print copies of signs/flyers/bookmarks (discuss how many and what type)
□ Schedule social media posts
□ Facebook
□ Facebook Event?
□ Twitter
□ Instagram
□ Instagram

1 Month Out

At least one month prior
□ Put up signage
□ community flyers (back of checklist for locations of where to send)
□ in-house promotion (non digital)
□ take to Footnotes and Stories Cafe
□ Submit to Chamber Friday Facts, http://www.greaterburlington.com/chamber/friday-facts
□ Consider Hawkeye Happenings Ad, classified@thehawkeye.com (get price/request funds)
□ Consider Facebook Boost/Ad (get price/request funds)
□ Consider PSA for local radio stations Y / N
□ Consider adding text to checkout receipts (talk to Lois)
☐ Give speaker invoice to Sara
□ Turn in all invoices to Sara (marked with event/funding source)
□ Schedule additional staff or volunteers

Press Releases

Send press releases to:	
Big Country 103.1, bigcountry1031@bigcountry1031.com	
The Bull 101.7, chris@1017thebull.com	
Burlington Hawkeye Newspaper	
Features Editor, Craig Neises, cneises@thehawkeye.com	1
News, news@thehawkeye.com	
Community Guide (TH/Sun), guide@thehawkeye.com	
Chamber Newsletter, Brenda Wischmeier, bwischmeier@greatert	ourlington.com
Des Moines County News, lpc@louisacomm.net w/ DMC News in	subject line
Fr. Madison Daily Democrat, Staff Reporter, Jeff Hunt, jhunt@dail	ydem.com
KBUR, Steve Hexom, stevehexom@kbur.com, info@kbur.com	
KCPS, kcps@aol.com	
KKMI, news@burlingtonradio.com	
Mediapolis Newspaper, meponews@mepotelco.net	
WIUM, publicradio@wiu.edu	
Titan Broadcasting, rikkigarrett@titanburlington.com	

Copy Lists (By Event Type)

EMAIL BCC List:

bigcountry1031@bigcountry1031.com,cneises@thehawkeye.com, news@thehawkeye.com, guide@thehawkeye.com, chenry@greaterburlington.com, lpc@louisacomm.net, jhunt@dailydem.com, stevehexom@kbur.com, info@kbur.com, kcps@aol.com, news@burlingtonradio.com, meponews@mepotelco.net, publicradio@wiu.edu, wsmith@thehawkeye.com, rikkigarrett@titanburlington.com

Send or Deliver po	osters to:			
Burlington By the	Book, 301 Jefferson Stre	et #3, Burlington, low	a 52601	
Burlington Commu	unity School District, 142	9 West Avenue, Burli	ngton, Iowa 52601 (rules f	for distribution to students)
Capitol Theatre, 2	11 N. 3rd Street, Burlingt	ton, Iowa, 52601	met-automaticine internetien attenta (4.30.2	
Mediapolis Public	Library, 128 N. Orchard	Street, Mediapolis, Io	wa 52637	
_ Smith's Coin Laur	dry, 325 N. Roosevelt St	treet, Burlington, lowe	52601	
Steamboat Senior	Center, 501 Jefferson S	treet, Burlington, low	a 52601	
City Hall, 400 Was	shington Street, Burlingto	on, Iowa 52601		
West Burlington C	ity Hall, 122 Broadway, V	West Burlington, Iowa	52655	
Middletown City H	lall			
YMCA, 2410 Mt. F	Pleasant Street, Burlingto	on, Iowa 52601		
Friedenheim	Robinson	HtsAutum	n Heights Village (Cooperative
Dallas City	Lomax	Wapello	New London	Stronghurst

Media Thumbnail



☐ Facebook/webpage panner Copies of sign and banner .JPGs for event coordinator
□ website
□ calendar event
google drive photos
google drive photos print copies of signs/flyers/bookmarks let her know how many/what you would like
☐ schedule social media posts
Facebook Facebook Event? Talk to Stephanie or Mallorie if you have questions.
☐ Twitter Shedule?
signage community flyers (back of checklist for locations of where to send)
in-house promotion (non digital)
☐ Greater Burlington Partnership Calendar ☐ Greater Burlington Partnership Calendar ☐ Greater Burlington Com/living-here/events-calendar/submit-an-event/
http://www.greaterburiington.com/nving
☐ Consider Hawkeye Happerings to,
- : I = Facebook BOOSVAU I/III
The DCA for local radio stations.
☐ Consider PSA for local reading Consider adding text to checkout receipts Y (N)

HOW/WHERE TO CONTAIN CONTENT

- Google Doc
- Evernote
- Dropbox
- Canva
- ▷ Slack
- And...your office wall!





CURATION

Why we curate ...

- Sharing images on Twitter increases Retweets by 150%
- Facebook posts which include articles, data and graphs experience 89% more likes
- Recycle content to hit new audience members at different times (tailor messages to attract specific audiences)
- Keep up with trends and stay on top of library brand



Tracking

FB Pages and Messenger allow marketers to respond and manage social media campaigns.

Group Work

Google Docs, Evernote and Canva allow teams (with members inside and outside of the library) to work asynchronously or together..

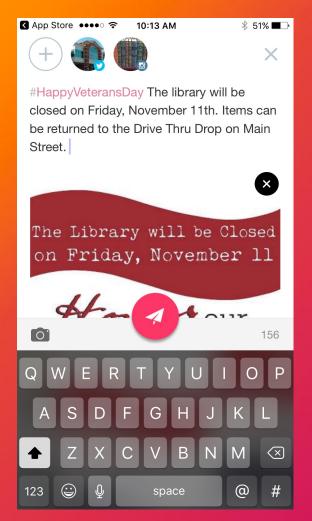
Research

FB Events and Twitter
Periscope can help you
ascertain your community
happenings and keep you
up-to-date on what matters
to your local social marketing
audiences.

Scheduling

Publish is a simple app to schedule Instagram and Twitter posts from your device.

SCHEDULING POSTS







NATIVE/ORGANIC marketers

- Library staff, board, friends
- Influential voices (reciprocity)
- nonprofits, guests, stakeholders,

community partners, vendors

Library users - BOOST signal





Writing the Right Content

- Asks questions
- Post a survey
- Encourages comments
- Promotes shares



Burlington Public Library

Published by Sam Helmick [?] · September 4 at 7:51am · ❸

Name your favorite Mr. Darcy in the comments below! Check out a copy of Pride and Prejudice for September's Read the Book Club and join us for discussion (11th) and a viewing (18th)!





Burlington Public Library

Published by Sam Helmick [?] · September 4 at 1:00pm · ❸

Writing letters connect us and can provide a legacy.

Register for the free letter writing workshop with author Mary Jedlicka Hustom at the library on Thursday, September 7 at 6pm.

https://www.ted.com/.../hannah_brencher_love_letters_to_stran...



Love letters to strangers

Hannah Brencher's mother always wrote her letters. So when she felt herself bottom into depression after college, she did what felt natural -- she wrote love letters and left them for strangers to find. The act has become a global...

TED.COM

...





- Brings Meaning to Both Parties
- Share and Seek Shares
- Behind-the-Scenes Asks
- Tagging

(when permissible and appropriate)



Burlington Public Library

Published by Sam Helmick [?] · September 1 at 2:12pm · ❸

Teen Fall Intern Opportunity!!

A rare and exceptional quest awaits. Do you have what it takes?

The library summons your talents, energies and learning experience to apply for our Teen Fall Internship. ... See More

een Internship Application

In and experience Fall Library Programming, help with Story Times, Comicon, STEM classes, I gain valuable experience for future college applications? Summer internship for one teen, at 8 at the library. You will work 160 hours between September and December 2017. \$1000 iend to be paid at the completion of the hours provided by Library Foundation. APPLICATION





Children's Librarian | St. George, Utah

August 28 at 8:07pm · 🚱

The struggle is read. I mean "real."



How to get kids to look away from their screens and take pleasure in books

Yes, it's worth squeezing reading for fun into an already overpacked school-year schedule. Here are experts' recommendations.

WASHINGTONPOST.COM

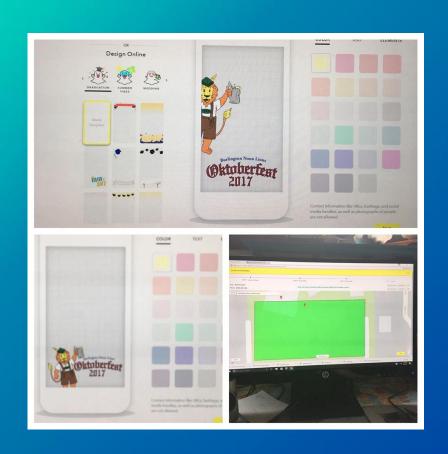


<u>Haley Henry</u> This was an amazing experience when I did it! Highly recommend this opportunity.

Like · Reply · Message · O 1 · September 1 at 6:20pm



Marketing through Collaboration & Instruction



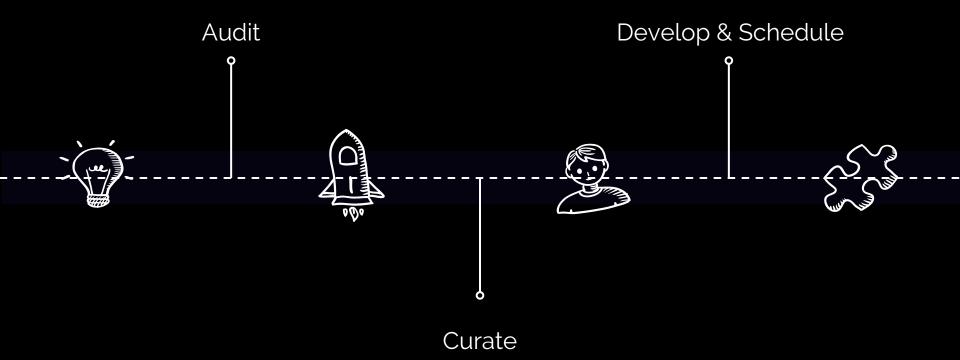




FINDING THE perefect NOTE







BRANDnarrative

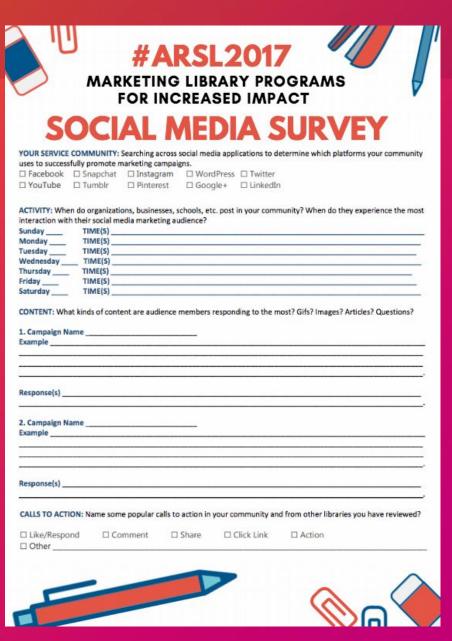
- Library mission statement
- 3 words/concepts
- Present in all social marketing

What feeling do you want your patrons to take away with them?





- Platforms, times/days
- Content & interactions
- Calls to Action





- Case Studies
- Learning Tips

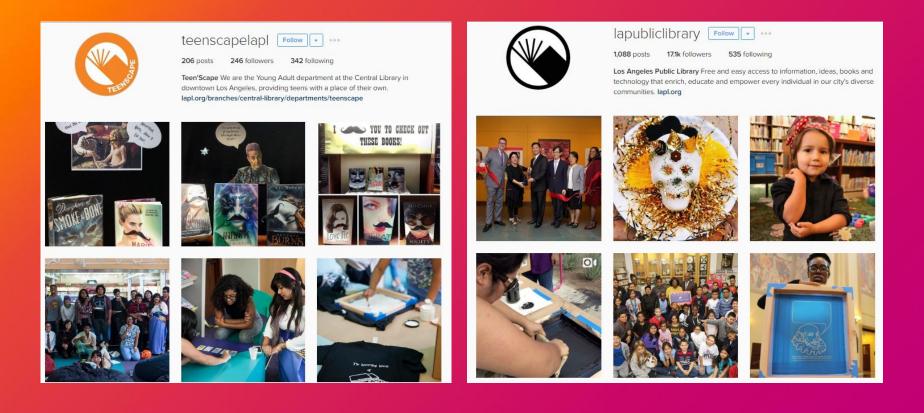


FOR INCREASED IMPACT

three comparable libraries on social media. Try to find someone locally (state) and at least one larger (national) group.
nry 1
al media presence exists on: □Facebook □Twitter □Instagram □YouTube □Other
t is their brand narrative:
is this narrative shared?
t are their common calls to action:
al Media Strategy:
ary 2
al media presence exists on: □Facebook □Twitter □Instagram □YouTube □Other
t is their brand narrative:
is this narrative shared?
t are their common calls to action:
al Media Strategy:
nry 3
al media presence exists on: □Facebook □Twitter □Instagram □YouTube □Other
t is their brand narrative:
is this narrative shared?
t are their common calls to action:
al Media Strategy:
Personal Review
hat could you adopt for your social media narrative?
hat does/doesn't work in your examples?
hat is your library narrative in 3 words:
hat is your library narrative in one paragraph:
ho is your audience: income demographics (age, gender, race, etc.) social media habits
here do they live: Strictly in person (<i>Psst! No!</i>) □FB □Twitter □Instagram □Other
nere do they live: Estateby in person (7551/1401)
your library accessible to your audience? (Think about this question in context of face-to-face and digit

SAME PLATFORM & DIFFERENT AUDIENCE

The Teen'Scape and the Los Angeles Public Library



SHOWCASING COLLECTIONS & BRANCHES

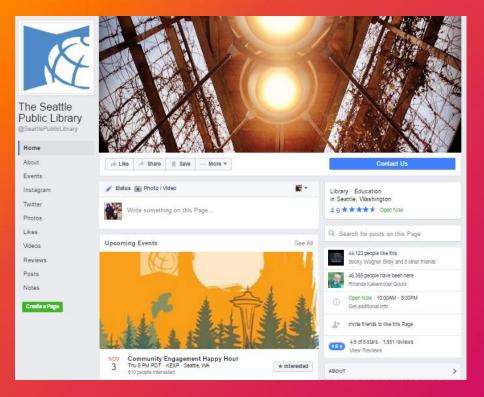
University of Iowa Special Collections Library and City of London Libraries





TOOLS & FUNNELED MARKETING MESSAGES

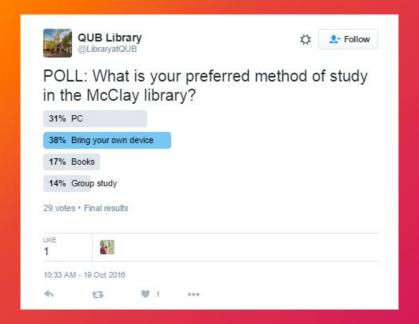
The Seattle Public Library and The Bettendorf Public Library





CALLS TO ACTION & FOLLOW UP

The Queen's University Belfast Library and The Fresno County Public Library







DESIGN

- Monochromatic
- Vivid imagery focus
- Brand specific font
- Bold typography
- Google Fonts (playfair, rubik, eczar, and sherlock)
- Authentic photos
- VR inspired blur between physical and digital worlds

CONTENT

- Social messaging (62% of Millennials respond to brands that communicate via social media. 2 Billion users apply OTT or SMS messages as primary communication tool)
- Combating Fake News
- Authentic Content (ex. Live streaming, reviews)
- Augmented Reality (ex. Masquerade, PokeMon Go, Aurasma)
- Chatbots (ex. FB Messenger for Business)



WHERE I LOOK:

- Ad Giants like Barbarian Group and Proximity London
- Goodreads
- 2018 Movie Posters

