MARKETING LIBRARY PROGRAMS FOR Increased Impact
Hello!

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shelmick@burlington.lib.ia.us

Tags:
#ALreads
#socialmediamarketing
#librarylife
#amreading
How I'm 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
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

BINGO

CURATE  #HASHTAG  CONNECT  TRENDS  COMMENT
SNAP  MEME  FUNNEL  LIKE  RECIPROCITY
FILTER  MOBILE  RECYCLE  CONTENT  SCHEDULE
INSTAGRAM  TWEET  STREAM  MARKETING  ANALYTICS
FB EVENT  LIBRARY  SHARE  STRATEGY  BRAND
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 under that heading even if meeting room
☐ use save and send to schedule text/email
  ☐ set # of days
  ☐ write message, include event name, 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 programs like storytimes
☐ Submit to Greater Burlington Partnership Calendar
  http://www.greaterburlington.com/living-here/events-calendar/submit-an-event/
☐ Submit to TriStates Public Radio Calendar
  http://tsprr.org/community-calendar

https://docs.google.com/document/d/1sgZ5Z7auQdmiHV6yfV-2X4EuqDHaP1fJfwU56J6uix0/edit
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/Instagram
  ☐ 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
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](http://www.greaterburlington.com/chamber/friday-facts)

☐ Consider Hawkeye Happenings Ad, [classified@thehawkeye.com](mailto: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
Send press releases to:

-- Big Country 103.1, bigcountry1031@bigcountry1031.com
-- The Bull 101.7, ehris@1017thebull.com

Burlington Hawkeye Newspaper

-- Features Editor, Craig Neises, cneises@thehawkeye.com
-- News, news@thehawkeye.com
-- Community Guide (TH/Sun), guide@thehawkeye.com

Chamber Newsletter, Brenda Wischmeier, bwischmeier@greaterburlington.com

Des Moines County News, lpc@louisacomm.net w/ DMC News in subject line

Fr. Madison Daily Democrat, Staff Reporter, Jeff Hunt, jhunt@dailydem.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,
chery@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 posters to:
___ Burlington By the Book, 301 Jefferson Street #3, Burlington, Iowa 52601
___ Burlington Community School District, 1429 West Avenue, Burlington, Iowa 52601 (rules for distribution to students)
___ Capitol Theatre, 211 N. 3rd Street, Burlington, Iowa, 52601
___ Mediapolis Public Library, 128 N. Orchard Street, Mediapolis, Iowa 52637
___ Smith’s Coin Laundry, 325 N. Roosevelt Street, Burlington, Iowa 52601
___ Steamboat Senior Center, 501 Jefferson Street, Burlington, Iowa 52601
___ City Hall, 400 Washington Street, Burlington, Iowa 52601
___ West Burlington City Hall, 122 Broadway, West Burlington, Iowa 52655
___ Middletown City Hall
___ YMCA, 2410 Mt. Pleasant Street, Burlington, Iowa 52601
___ Friedenheim ___ Robinson Hts ___ Autumn Heights ___ Village Cooperative
___ Dallas City ___ Lomax ___ Wapello ___ New London ___ Stronghurst
Beyond the Book: The Hate U Give by Angie Thomas

Tuesday, September 12, 2017
Burlington Public Library

Explore different cultures through fiction. Books are available to check out from the Customer Service Desk. About the Book: Sixteen-year-old Starr Carter moves between two worlds: the poor neighborhood where she lives and the fancy private school she attends. The uneasy balance between these worlds is shattered when Starr witnesses the fatal shooting of her childhood best friend Khalil at the hands of a police officer. Khalil was unarmed.

Date: September 12, 2017
Time: 10:00 AM - 11:00 AM
Address: Burlington, IA 52601
Cost: FREE

How exciting! "The Hate U Give" by Angie Thomas was published Feb. 28 and has spent 22 weeks on the New York Times young adult best-seller list after debuting at No. 1 and will soon be coming to a theater near you!

Come talk about it at Beyond the Book Club on Tuesday, September 12 at 10 am!

http://variety.com/.../insecure-issa-rae-the-hate-u-give-120...

‘Insecure’ Star Issa Rae Joins Drama 'The Hate U Give' (EXCLUSIVE)
"Insecure" creator and star Issa Rae has joined Fox 2000’s...

Burlington Public Library and Sam Helmick
Title: LIBRARY HOLIDAY SING ALONG!  
Date/Time: SATURDAY, DEC. 12 @ 10AM - 12PM  
Location: MEETING ROOMS A & B (Burlington Public Library)  
Where to go for more info: Alison Ritchert (319) 753-1147

Event Checklist:

- [ ] room reservation
- [ ] BPL events calendar (no photo)
- [ ] email address of coordinator
- [ ] link to registration page
- [ ] mark other location and put in location under that heading even if meeting room
- [ ] use save and send to schedule text/email
- [ ] set # of days
- [X] IM. Sun. 2wk. 2wk. Tomorrow!
- [ ] write message, include event name, date, time and link to registration or Facebook event

- [ ] Budget
  - [ ] Determine needed funds
  - [ ] Request funds (G/B funds, Friends, other); enter Friends requests on Drive document
  - [ ] Give speaker invoice to Sarah
  - [ ] BPL staff calendar except for weekly programs like storytimes
  - [ ] create Google registration form for library website
  - [ ] write press release (back of checklist for locations of where to send)
  - [ ] give event info and/or thumbnail to Becky. Let her know what of the following you would like:
    - [ ] digital signs
    - [ ] Facebook/webpage banner
❑ Facebook/webpage banner
❑ copies of sign and banner .JPGs for event coordinator
❑ website
❑ calendar event
❑ 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
❑ Instagram
❑ signage
  ❑ community flyers (back of checklist for locations of where to send)
  ❑ in-house promotion (non digital)
❑ Greater Burlington Partnership Calendar
  http://www.greaterburlington.com/living-here/events-calendar/submit-an-event/
❑ Consider Hawkeye Happenings Ad, classified@thehawkeye.com Y/N
❑ Consider Facebook Boost/Ad Y/N
❑ Consider PSA for local radio stations Y/N
❑ 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
3rd PARTY applications

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

#HappyVeteransDay The library will be closed on Friday, November 11th. Items can be returned to the Drive Thru Drop on Main Street.

The Library will be Closed on Friday, November 11

07:15AM 07 Nov 2016

Schedule Tweet
We will post it for you at the right time.
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
Reciprocity

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

(when permissible and appropriate)
Marketing through Collaboration & Instruction
FINDING THE **perfect** NOTE
THE PROCESS

Audit

Curate

Develop & Schedule
BRAND narrative

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

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

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

# ARSL2017
MARKETING LIBRARY PROGRAMS FOR INCREASED IMPACT

SOCIAL MEDIA SURVEY

YOUR SERVICE COMMUNITY: Searching across social media applications to determine which platforms your community uses to successfully promote marketing campaigns.

- Facebook
- Snapchat
- Instagram
- WordPress
- Twitter
- YouTube
- Tumblr
- Pinterest
- Google+
- LinkedIn

ACTIVITY: When do organizations, businesses, schools, etc. post in your community? When do they experience the most interaction with their social media marketing audience?

<table>
<thead>
<tr>
<th>Day</th>
<th>Time(s)</th>
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CONTENT: What kinds of content are audience members responding to the most? Girls? Images? Articles? Questions?

1. Campaign Name __________
   Example __________
   Response(s) __________

2. Campaign Name __________
   Example __________
   Response(s) __________

CALLS TO ACTION: Name some popular calls to action in your community and from other libraries you have reviewed?

- Like/Respond
- Comment
- Share
- Click Link
- Action
- Other
# ARSL2017
MARKETING LIBRARY PROGRAMS FOR INCREASED IMPACT

Social Media Survey
Find three comparable libraries on social media. Try to find someone locally (state) and at least one larger (national, international) group.

Library 1
Social media presence exists on: □ Facebook □ Twitter □ Instagram □ YouTube □ Other ________
What is their brand narrative: ________________________________
How is this narrative shared? ________________________________
What are their common calls to action: ________________________
Social Media Strategy: ____________________________________

Library 2
Social media presence exists on: □ Facebook □ Twitter □ Instagram □ YouTube □ Other ________
What is their brand narrative: ________________________________
How is this narrative shared? ________________________________
What are their common calls to action: ________________________
Social Media Strategy: ____________________________________

Library 3
Social media presence exists on: □ Facebook □ Twitter □ Instagram □ YouTube □ Other ________
What is their brand narrative: ________________________________
How is this narrative shared? ________________________________
What are their common calls to action: ________________________
Social Media Strategy: ____________________________________

Personal Review
What could you adopt for your social media narrative?
What does/doesn't work in your examples? ______________________
What is your library narrative in 3 words: ______________________
What is your library narrative in one paragraph: ______________________

Who is your audience: □ Income □ Demographics (age, gender, race, etc.) □ Social media habits
Where do they live: □ Locally in person (Post/Not) □ Twitter □ Instagram □ Other ________

Is your library accessible to your audience? (Think about this question in context of face-to-face and digital services/products.) □ No □ Yes, library partners □ Yes, library stakeholders □ Competition (they just don't know it) □ Social media rock stars in the library community □ Library friends/volunteers □ Patrons

Notes:

Have you assembled your native/organic social media marketers? □ No □ In progress □ Yes, library partners □ Yes, library stakeholders □ Competition (they just don't know it) □ Social media rock stars in the library community □ Library friends/volunteers □ Patrons
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

POLL: What is your preferred method of study in the McClay library?

- PC: 31%
- Bring your own device: 38%
- Books: 17%
- Group study: 14%

29 votes • Final results

Fresno Library

@h2o_mapper, Congrats again and thanks for participating in #7wordbookreviews--we hope you enjoy your new reads!

Sonja Thiede @h2o_mapper

Thanks for the great prize pack @FCPL! Looking forward to the books. I do ❤️ my library!

4:33 PM - 10 Sep 2016
2018 TRENDS

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
thanks!

ANY QUESTIONS?

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shelmick@burlington.lib.ia.us