

### **What do you feel good about with your library's marketing efforts?**

**Anne:** More consistent with Facebook, did a book spotlight for new books

**Brandon:** More photos to Facebook, & at least one new article each week for the local newspapers

**Erica:** Had building practice, so she felt ready for this. Everyone was happy with knowing what was happening before they came into the library (website, Facebook, media coverage). We are clear on when we are open and what you can expect.

**Dominic:** Trying to be consistent and positive.

**Pam:** Posting updates on Facebook, trying to keep up with updates and learning the job of being new to the director's position while dealing with Covid's added challenges.

**Heidi:** Putting information on the platforms at the same time. Communication between staff is much better. Different labeling for stacks.

**Teresa:** Did some rearranging on signage on the stacks and being closed helped with that. Did post more frequently on Facebook and updated the website.

**Peggy:** One person coordinating posting/marketing/website. Helped things organized.

**Kim:** Using canva for fun flyers; text of few words; newspaper updates. We made personal phone calls to patrons about curbside; those we know don't use social media/computers. Huge response and support from that. Having updated website posts and facebook posts is a success for me.. I watch 'that lady' that does youtubes on library marketing. She has great tips .

**Virginia:** Coaching people. Did Social media, Instagram, Website, Press release

### **What has been your biggest challenge in marketing efforts?**

**Anne:** Difficult being the only doing the media stuff.

**Erica:** Platforms that have to be maintained and not forget. Facebook, Google my Business. So many things that people use to find you. It's hard to maintain an audience.

**Brandon:** So many social media platforms to keep track of, it's so easy to get left behind!

**Heidi:** Double checking other community calendars because they listed the wrong thing. Making sure you have all of the how-tos ready when you aren't answering the phone.

**Teresa:** Posting to Facebook and updating the website.

**Kim:** Feel frozen in learning new tech: I can't even attempt to try online programs-there is no time. It seems like libraries do more online programs -it takes time to learn plus staff.

**Peggy:** Keeping up

### **What would be helpful in terms of marketing support?**

**Erica:** Would've been helpful to have things ready to go.

**Dominic:** Getting the word out about positive things.

**Teresa:** Kudos to Anne; working on things

**Kim:** A magic wand. I feel we make a point to do all we can to reach different populations.