

## **WVLS Content Marketing Calendar: 2023-24**

The 2023-24 WVLS Content Marketing Calendar is an active document that maps out marketing activities over a two-year period. Because time and resources are limited, having a content calendar will help WVLS achieve the following goals:

- Maintain marketing and communications priorities to its member libraries, trustees, statewide colleagues and stakeholders
- Prevent important activities and initiatives from getting lost in the shuffle
- Provide staff with a constant and consistent overview of marketing and communications priorities
- Prioritize system communications tools and their purposes

In the 2022-23 WVLS System Plan and Budget, \$5,000 is allocated toward system wide promotional materials in an effort to market WVLS system support.

**Code of Marketing and Communications Tools:** (See Appendix A for further descriptions of the WVLS marketing and communications tools).

MM: Monday Mentions

F: WVLS Facebook Post

NL: WVLS Newsletter

DL: Digital Lite

EL: Email List

PM: Promotional Materials

### **Content Calendar Schedule 2023-24**

#### **January 2023**

- Wild Wisconsin Winter Web Conference (MM, F, NL)
- WVLS Annual Support Assistance (F, EL, PM)
- Library Legislative Day (MM, F, EL)
- Member Library New Year's Resolution (NL)

#### **February 2023**

- WVLS Loves Its System Leaders (NL, F)
- Library Legislative Day Recap (NL, F)
- Annual Report Updates (EL)

#### **March 2023**

- WAPL Conference 2023 Registration/Proposals Open (MM, F, NL, DL)

- National Library Week (MM, F, NL, DL, PM)
- Upcoming Continuing Education Events for April/May (MM, F, NL, DL)
- Conference Scholarship Opportunities (MM, F, NL, DL)
- Staff Feature on Jamie Matczak (N, F, DL) How Can Help You (public speaking tips, presentations)

### **April 2023**

- National Library Week (MM, F, NL, DL, PM)
- WAPL Conference 2023 Registration (MM, F, NL, DL)
- WLA Conference 2023 Proposals (MM, F, NL, DL)

### **May 2023**

- WVLS Service/Database (NL, F, PM)
- Summer Reading Resources (MM, F, NL, DL)

### **June 2023**

- Wisconsin Trustee Training Week (MM, F, NL, DL)
- WAPL Conference Scholarship Recap (NL)
- WVLS Board of Trustee Feature (NL)

### **July 2023**

- Staff Feature on Marla Sepnafski (N, F, DL): How Can Help You (budget help)
- Registration Open for Tech Days (MM, F, NL, DL)
- Conference Scholarship Opportunities (MM, F, NL, DL)
- Wisconsin Trustee Training Week (MM, F, NL, DL)
- Save the Date for Wild Wisconsin (F)

### **August 2023**

- WLA Conference Registration Open (MM, F, NL, DL)
- Ideas for Library Card Sign-Up Month (MM, F, NL, DL)
- WVLS Service/Database (N, F, PM)

### **September 2023**

- Tally Week for Annual Report (MM, F)
- Upcoming Continuing Education Events for Fall (MM, F, NL, DL)
- Staff Feature on Rachel Metzler (N, F, DL): How Can Help You (digital resources, training)

### **October 2023**

- Youth Services Workshop (MM, F, NL, DL)
- WVLS Board of Trustee Feature (NL)
- V-Cat/Aspen Update (NL)

### **November 2023**

- WVLS Service/Database (N, F, PM)
- WLA Conference Scholarship Recap (NL)

### **December 2023**

- Wild Wisconsin Winter Web Conference (MM, F, NL, DL)
- Conference Scholarship Opportunities (MM, F, NL, DL)

### **January 2024**

- Wild Wisconsin Winter Web Conference (MM, F, NL)
- WVLS Annual Support Assistance (F, EL, PM)

### **February 2024**

Annual Report Updates (EL)

### **March 2024**

Staff Feature on Katie Zimmermann (N, F, DL): How Can Help You (V-Cat)

### **April 2024**

National Library Week (MM, F, NL, DL, PM)

### **May 2023**

Summer Reading Resources (MM, F, NL, DL)

### **June 2024**

Staff Feature on Brenda Walenton (N, F, DL): How Can Help You (Courier, HR)

### **July 2023**

Registration Open for Tech Days (MM, F, NL, DL)

### **August 2024**

Ideas for Library Card Sign-Up Month (MM, F, NL, DL)

### **September 2024**

Staff Feature on Technology Support Specialist (N, F, DL): How Can Help You

**October 2024**

Youth Services Workshop (MM, F, NL, DL)

**November 2024**

WLA Conference Scholarship Recap (NL)

**December 2024**

Wild Wisconsin Winter Web Conference (MM, F, NL, DL)

*More content in 2024 will be added with the 2024 WVLS System Plan and Budget.*