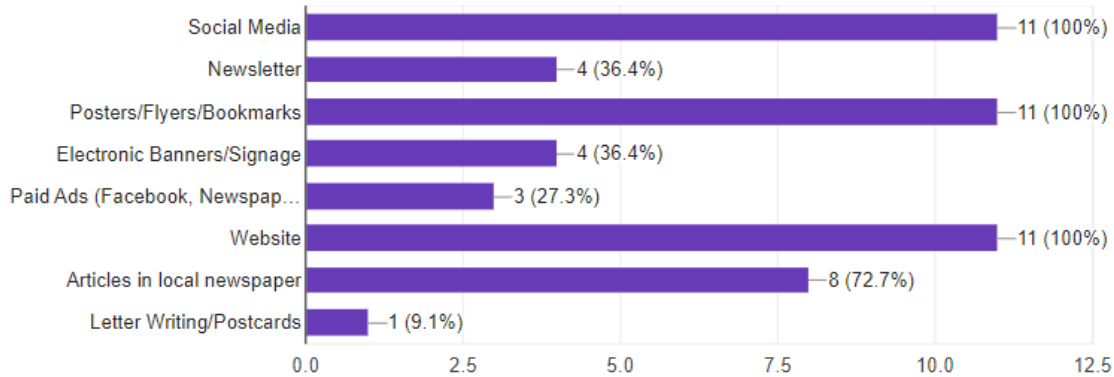


## LAC August 2023 Survey

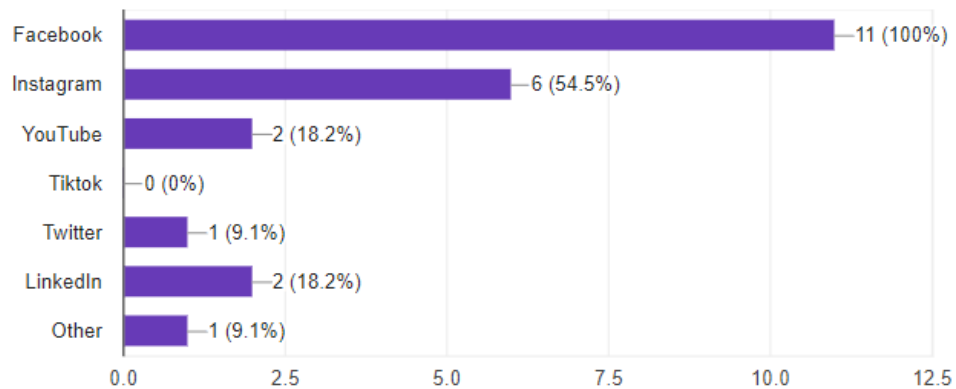
What marketing tools does your library use to promote services and programs? (check all that apply) [Copy](#)

11 responses



If your library is using social media, which of the following are used? (check all that apply) [Copy](#)

11 responses



What challenges does your library have in promoting services and programs?

- There is no way to get to all segments of the population all the time.
- Staff time and funds.
- Getting outside (non-library user) viewers.
- Keeping up with necessary posting on FB and finding time to do other marketing.

- People always say "I didn't know about that event" even though I posted around town and on social media. I feel like I don't have enough time to create posts and flyers.
- Keeping up with necessary posting on FB and finding time to do other marketing.
- Taking the TIME to promote our programs.
- Competing with information overload in general. We find the best channels for reaching our students and try to promote events as close to the date as possible to secure attention at the right time.
- Taking the time to keep it current (website) or do it Facebook).
- Knowing if the promotional information has reached its intended audience.
- Our local newspaper used to place unpaid press releases for programs, and now that isn't happening. It's unfortunate because we have a limited budget.
- Targeting is a major challenge. It's difficult to determine which users on Facebook and Instagram are seeing advertisements and promotions of programs. Continuous engagement is also a challenge. Creating meaningful marketing materials with good design takes plenty of time and effort.

How have marketing and promotional efforts for your library pivoted in the last two years?

- Primarily using social media.
- We've designed visual ads for events. We've created a themed book display in the heaviest traffic area of our library. We've designed a monthly newsletter that contains everything we want to highlight that month (services, events, books) in condensed & visual format - which we've gotten really great feedback on.
- As I've become more comfortable, I'm doing more of it.
- More reliant on social media.
- We try harder to use multiple platforms and methods to get the word out.
- More social media.
- We are still struggling.
- Primarily using social media.
- As I've become more comfortable, I'm doing more of it.
- More online. However, we still have a good number of patrons that rely upon the good old flyer. We have the creation of a newsletter on our radar!
- Marketing and promotional efforts have largely remained the same. Physical promotions of in-library and community posters, digital media through social media and the library website, and the word-of-mouth have remained consistent.