How Will They Know?
Make Sure Your Library's Efforts to Bridge the Divide Get Noticed!
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#MLA2022AnnualConference
Handout in session materials

How Will They Know?
Make Sure Your Library’s Efforts to Bridge the Divide Get Noticed!

Takeaways
- Set specific, measurable, attainable, timely, and relevant (SMART) goals for your library promotions. Write them down.
- Identify the psychographic makeup of your target audience to uncover their motivations, wants, and needs.
  - Use that information to create messages that deeply engage.
- Use your in-house digital signage to strategically market your library.
  - Encourage patrons to interact with your staff.
- Use your website homepage to promote your library.
  - Make your social media icons and email signup easy to find.
- Start a blog.
  - Tell your library story.
  - Encourage partners to write and share posts.
- Focus on prompting social media followers to engage with your posts.
  - Keep posts focused on a target audience.
  - It’s okay to post on only one platform.
- Email is your secret weapon and the most effective marketing tool.
  - Build your subscriber list.
  - Focus on a target audience.
  - Keep text short.
  - Include active calls to action.
  - Promote your best content.
- Don’t forget your non-digital community members.
  - Use print to bridge the gap.
  - Leverage your partnerships.
  - Try door-to-door marketing.

Invest in Professional Growth from learnwithnovelist.com.
- Your staff is your organization’s most valuable resource. Ongoing professional development keeps skills sharp and relevant.
- We have group and individual training options for flexible learning.
- Lessons include resources and activities taught by experts with real-world experience.
- **Special offer:** Get 20% off the course “Conquering Social Media: A Strategy for Libraries” using the code MLASOCIAL at checkout. Offer expires Dec. 31, 2022.

Have questions? Email Angela Hursh at ahursh@ebsco.com.

www.ebscohost.com/novelist
Rebecca Kilde
IFLS Library System
"Our libraries were open during almost all the last two and a half years and were important resources for some people in our communities. We didn’t want anyone to miss out on getting support from the library. We wanted our funding bodies to get that message as well."

*Rebecca Kilde, IFLS*
Simple but focused goals

- Get people to visit library
- Re-engage with services
Simple but impactful

"My girls and I visited 4 of the libraries in Barron County today. We took 7 hours, drove 100 miles, made a few crafts, played with so many fun toys, checked out 12 books and 6 DVDs, and had the absolute best time! So many cool things happening at these libraries that we never would have known about."
① Define your goals.
① Define your goals.
② Identify your audience.
① Define your goals.

② Identify your audience.

③ Optimize what you already have.
1. Define your goals.
2. Identify your audience.
3. Optimize what you already have.
4. Reach non-digital community members.
Set measurable goals.

Where do you want to be?

Most important: Write it down.
Examples of SMART goals

1. We will use our partnerships and outreach opportunities to increase our new cardholder base by 5 percent during FY23.

2. We will increase requests to our personalized readers' advisory service by 25 percent between January and June. We will do this by promoting this service once each month in our e-newsletters, on social media, on our website, and in person.
We must **target** a specific audience.
How do we define a target audience?

Demographic considerations

- Age
- Self-identified gender
- Location
- Family situation
- Hobbies
- Income
- Education level
- Profession
- What they read/watch
Psychographics divide your audience according to their beliefs, values, and reasons for being.
Five examples of psychographics

- Personality
- Lifestyle
- Interests
- Opinions, attitudes and beliefs
- Values
norwegiancruiseline • Following

norwegiancruiseline • Zoom
backgrounds got nothing on Portofino, Italy! #CruiseNorwegian
📷: @saragarfinkel
3w

norwegiancruiseline
#italy#europe#europecruise#cruise#travel#wanderlust#travelplanner#vacation#vacay#vacayvibes#cruisevacation#norwegiancruiseline#ncl#cruiser#views#beautifulviews#scenery#colorful#travels#vacationgoals#vacaygoals#travelplanning#explore#adventure
3w Reply

saragarfinkel! Thank you for ❤️

Liked by itsxamie and others
FEBRUARY 26

Add a comment...
lacountylibrary We know it can take a long time to find that perfect book.

Just ask our friend the sloth! 🐨 At a maximum speed of 0.17 mph, we are guessing he has been slowly making his way around our libraries for days and days searching for a good book. 🌟🌟🌟🌟🌟

Save time by letting us do the work for you! Share your reading preferences with us, and get a list of title recommendations from your local librarian.

Click the link in our bio to get started.

Happy reading!

Liked by claudiasarttherapy and others

JANUARY 4

Add a comment...
starklibrary Hey, hybrid and EV drivers! Are you ready to get charged up? We just installed a ChargePoint electric vehicle charging station at Main Library in downtown Canton—add charging your car to the list of things you can do with your library card. Yes, really! Now patrons and visitors with electronic vehicles can charge their vehicles for FREE when they download the ChargePoint app.

Our very own Derek Gordon, Director of Special Projects for the Library (and hybrid driver), led the charge in collaborating with AEP Ohio, to acquire a grant allowing the Library to install the fast-charging station at no cost. How cool is that?
Surveys can help you identify psychographics.

Try asking...

- The last time you checked out a book, what was the reason?
- How do you feel about library's work with small businesses?
Other sources of psychographic information

- Social media
- Google analytics
- Circulation stats
- Reference questions
Optimize your platforms.
Owned properties.

- What platforms do you have?
- Where is your audience right now?
- What are the best practices?
Digital Signs

- Mix of current and evergreen.
- Watch how people interact.
- Minimal, large text.
- No videos with sounds.
- Simple call to action
Examples

FREE WIFI

Network: Radium Centre Guest Wifi

NO PASSWORD REQUIRED

You can borrow digital magazines with your library card.

MYLIBRARY.ORG/EBRANCH
Website

- Use your homepage.
- Minimal text, beautiful graphics.
- Social media easy to find.
- Newsletter sign-ups easy to find.
BOOK BUNDLES

Find your new favorite book!
CELEBRATE
Hispanic Heritage Month
Join CCPL September and October as we celebrate National Hispanic Heritage Month. Check out book recommendations, join us for programs and visit branch displays at a library near you!
Blogging for the win.

- You control the narrative.
- Talk to your audience for free.
- Networking is easy.
Solve the Pesky Homework Equation by Adding In a Library Helper

by Joe Armstrong  October 21, 2021

Written by Joe Armstrong, Content Specialist, Marketing, Downtown Main Library

The holidays are right around the corner. For many students – and their parents – all that’s standing in the way of family get-togethers and fall festivals are end-of-quarter assignments and exams. Luckily Homework Helpers are ready to assist students in kindergarten through eighth grade make it through with flying colors.

Going Beyond the Basics

The Cincinnati & Hamilton County Public Library provides free Homework Helpers at select library locations to aid students with a variety of subjects. From math problems, book reports, presentations, and more, these solving superheroes can guide students through even the most difficult problems.

"Doing homework with Ms. Aly is better than doing it on my own because she can help me step by step until I get it right. I also love reading books with Ms. Aly," said a student at the West End Branch.

Visit the Homework Help page for more details on its current availability at the Bond Hill, Covedale, Harrison, Madisonville, North Central, Reading, West End, and Westwood branches.
Food for the Creative Soul

Has the "Muse" been a little fickle (or absent) lately? Are you looking for inspiration or some fresh ideas to get your creative juices flowing again? Sometimes you get in a rut, encounter a block, or just stop enjoying what you do. Or maybe you’re already making art consistently but you realize that you have settled into a comfort zone that you’d very much like to step out of... If inspiration is lacking or you just want to try a new thing, you’ll find plenty of ideas and food for the creative soul in our stacks.

Lit Chat with Deesha Philyaw

Deesha Philyaw, a graduate of Stanton College Prep and Yale University, is now a multiple award-winning author for her work, The Secret Lives of Church Ladies. Join us for an in-person and live-streamed conversation with Deesha about her book and her writing process at the Mandarin Branch Library!
Dadgum! We say all the time that your library card is the smartest card in your wallet, BUT! The card is only as smart as the user.

Until we can get the appropriate MOU in place, your library card will NOT work at HEB. The people around you, however, will have a good chuckle at your expense.

#thursday #whatsinyourwallet #sanangelo @awblibrary @heb

H-E-B

Thank you for shopping.
"Ok, this actually happened to me this morning. I tried to buy grapes for the monthly potluck with my library card. The post, as with most we do that humanize our staff, has gone over well with our patrons."

Amy Dennis, Programming and Public Relations Librarian at the Tom Green County Library System
The lifespan of a social media post.

- TikTok: Minutes
- Twitter: 15 minutes
- Instagram Feed: 48 hours
- Instagram Reels: 14+ days
The lifespan of a social media post.

- **Facebook**: 5 hours
- **LinkedIn**: 24 hours
- **YouTube**: 30 days
- **Pinterest**: 6 months to 1 year
Ranking Signals
YouTube algorithm

☑ Stay on platform
☑ Watch time
☑ Likes and comments

PGCMLS
2.06K subscribers

Curbside Service @ PGCMLS
279 views • 1 month ago

Prince George's County Memorial Library System is open for curbside service.

For more information, please visit https://www.pgcmls.info/curbside
Where should we post?

✅ Where is your target audience?

✅ How much time and staff do you have to work on social media?

✅ What is your library's overall strategy?

✅ It's okay to post on one platform!
Brighton Public Library reach increased 37%.
Email is your **secret weapon**!

You are **6 times** more likely to get a click from an email.

Email conversion rates are **three times higher** than conversions through social media.
Internet access is **improving** for rural America.

72% have high-speed internet at home.  
80% have a smartphone.

Pew Research Center, August 2021
Build your subscriber list

Sign • Sign people up whenever you interact with them.

Slip • Slip sign-up reminder into holds.

Add • Add an opt-in page for your website.

Create • Create a subscription station.
Lake Oswego Public Library

62% open rate, 5% click rate
2,000 signups!
Email **best practices**

- Decide on your goals.
- Segment by location or interest.
- Keep it short.
- Always be seeking subscribers.
Community Library Network

50% open rate
Thayer Public Library

50% open rate
Email best practices

- Send your best content.
- Exciting, interesting, fun, unique.
- Easy to use
Oxford County Library

38% open rate
Oconomowoc Public Library

64% open rate
26% click rate!
We must reach non-digital community members.
Bridge with **flyers** and **bookmarks**

- **Every** interaction.
- **Every** outreach event.
- **Partners** can help you!
Leveraging partnerships.

- Help with distribution.
- Share content.
- Make it easy on them.
Make it easy.

- Write the content for them.
- Supply images.
- Say thank you.
Distribute door to door.
COVID changed everything.
YOU
GOT
THIS
Set **boundaries**.

- **This is your focus.**
- **Audience at the center.**
- **Make strategic choices.**
You are creating relationships.
Learn with NoveList

✅ New course: Conquering Social Media: A Strategy for Libraries

✅ Self-paced training

✅ Code MLASOCIAL for 20% off.


More info at learnwithnovelist.com
THANK YOU

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