

OLA 2017 - THRIVING TOGETHER

RESOURCE LIST

THRIVING ON A DIME • MARKETING & MORE



Contact Information

Thank you for coming to our OLA 2017 Session Thriving on a Dime Pt. 1 - Marketing & More. Please use these pages for notes and brainstorming. You will find included a resource list and information for accessing templates and more. Feel free to contact either Kristen or Taylor with any questions you may have. Enjoy!

Kristen Cure, kcure@springfield-or.gov, 541-726-2243

Taylor Worley, tworley@springfield-or.gov , 541-726-2243

Tips & Tricks

- Write press releases with feeling. Engaging and active language goes a long way.
- Know your marketing path. Do you need to send press releases to a PR person in administration or do your releases go straight to the media?
- Learn what your media outlets want in their communications. Not every format will work for every outlet. (Newspapers, radio, online, community calendars, etc.)
- Think about how your materials will look online and in print as well as in color and in black & white. Create one master design and only tweak for different platforms if it is absolutely necessary.
- Think about where you can advertise. Can you email a doctor's office a file that they will print? Do you need to drop them off a hard copy? Community bulletin boards? Does your town have an advertisement/activity hub?
- Schedule your social media posts in batches and in advance, if the platform allows.
- Put the apps on your phone! This speeds up posting immensely.
- On camera or on air? Just smile! A smile, even a fake one, carries through your voice.
- One-on-one mini-speeches (or "elevator speeches") are a great opportunity to customize your pitch to the specific person.
- Maximize your marketing - market your programs and collections at the same time with attractive and informative displays complete with social media posts and unique hashtags.
- Identify and capitalize on your library's various service points for marketing opportunities. This includes reference, circulation, in the stacks, and in the restrooms!
- Not everyone is comfortable with marketing, but you can help up their comfort levels by using staff meeting or check-in times to demonstrate your service-point pitch for them. Make sure staff know all the details (or at least have a place they can look up all the details) so they can comfortably market.
- Know how much is too much; avoid information overload.
- Marketing is not a four-letter word.
- Marketing your collection, programs, and services are all a bit different. While there is and should be crossover, marketing materials for your upcoming tech class should look unique those for your simultaneous tech display. (Don't forget to put quarter-page handouts for the class on the display!)

Sample Marketing Timeline

So you've created a program. Now what?

When creating the program:

- Write a press release if you have all the details already available.
- Create the physical flyer/poster.
- Create a digital graphic/poster.
- Create a take-home handout.
 - Remember: All three of these can be the same thing, or require only minor changes from a master file. Don't make it difficult on yourself.
- Schedule social media posts.
 - If this is a big or one-time program, you will need to schedule more posts. If this is a regular program, a one-time reminder the day or two days before may be sufficient.
 - Think about your different platforms. Instagram works well for sharing the program as it happens whereas Facebook and Twitter are great for advertising upcoming events.

Two to Three Weeks before the Program:

This will be different for each community - find what works best for yours.

- Send out press releases.
- Print and display posters/graphics in the library and with community partners, as applicable.
- Print your handouts and have them easily accessible throughout the library.
- If your social media posts have already begun, take stock of their success and adjust your schedule accordingly.
- Ensure you have your mini-speech ready and that your co-workers have all information needed to help you market the program.

One Week before the Program:

- Adjust the social media marketing according to response.
- If you have an email list relevant to the program, send out a reminder email.
- Touch base with staff and see if there are questions regarding the program.

The Day Before:

- Make sure you have one last social media post ready to go for this day OR for the next morning, if the program is in the evening.

Things Pop Up:

- Interviews & Press Coverage! These usually happen in the week before a program.
- Press coverage during the event. You do your thing and will probably give a sound bite or some information for the corresponding article or blurb.

Sample Press Release

BILINGUAL PLAY MIJITA FRIDITA AT THE SPRINGFIELD LIBRARY

Milagro Theater of Portland presents a free family play for Hispanic Heritage Month

Celebrate Hispanic Heritage month with SPL. We'll have a mini scavenger hunt in the children's area from September 19th through October 1st, themed storytimes on September 19th, 22nd and 24th and a special craft activity on September 30th.

Don't miss our main event; a fantastic **bilingual play *Mijita Fridita*** performed by the award winning Milagro Theater of Portland: **Saturday, October 1st at 1:00pm** in the City Hall Lobby. Set against the backdrop of the Mexican Revolution, this play introduces us to Frida Kahlo as a child as she recovers from polio, struggles with growing up and discovers her artistic spark. This play is perfect for families—don't miss this play by the award winning Milagro Theater! All events are free to the public.

What: Mijita Fridita, bilingual play by Milagro Theater of Portland

When: 1 p.m. Saturday, October 1

Where: Springfield Public Library, City Hall Library

Additional Information: Contact Taylor Worley, 541-726-2243, tworley@springfield-or.gov

OBRA DEL TEATRO BILINGÜE MIJITA FRIDITA EN LA BIBLIOTECA DE SPRINGFIELD

El Teatro Milagro de Portland presenta una obra gratis para las familias

Celebra el mes de la hispanidad con la biblioteca de Springfield. Entre el 19 de septiembre hasta el 1 de octubre los niños pueden participar en una mini búsqueda del tesoro en el área de los niños y ganar premios. También, las horas de cuentos los días 19, 22 y 24 de septiembre van a enfocar en el tema de la herencia hispana.

No se pierda la oportunidad de ver el increíble Teatro Milagro de Portland y su **obra BILINGÜE *Mijita Fridita* sábado, el 1 de octubre, 1:00pm**. Esta obra nos cuenta sobre la niñez de Frida Kahlo, durante la revolución Mexicana, cuando sufrió del polio y su padre le ayudó a descubrir su habilidades artísticas. Es una obra para toda la familia. Todas las actividades son gratuitas y se invitan a las familias de todas las edades.

Que: Mijita Fridita, una obra del teatro bilingüe por el Teatro Milagro de Portland

Cuando: 1 p.m. Sábado, 1 de octubre

Donde: La Biblioteca Pública de Springfield

Para más información se puede comunicarse con Kristen Curé al (541) 726-2232 y kcure@springfield-or.gov

List of Items Available on NWCentral

- Early Literacy Brochures Template for Babies, Toddlers, and Preschoolers
- Early Literacy Brochure Template for Babies in Spanish
- Youth Services Calendar of Events Template
- Shelf-Talkers Template
- 8.5x11 Portrait & Landscape Posters Templates
- 11x17 Portrait & Landscape Posters Templates
- "En Espanol" Bookmarks Templates
- "Caring for Your Library Materials" Bookmarks Template & Example
- "Bilingual Books" Bibliography Bookmark Templates
- Example of Press Release format and requirements for City of Springfield
- Handout for this session and Thriving on a Dime: Marketing & More
- Example of Canva Mapmarker Template
- Our Presentation (Prezi)!

If there is any other item you'd like the file for, please email us.

Canva files need to be shared to an email address with a Canva account.

Links

Marketing Libraries is Like Marketing Mayonnaise (Library Journal Article)

<http://lj.libraryjournal.com/2013/04/opinion/advocates-corner/marketing-libraries-is-like-marketing-mayonnaise/#>

A great, very short article on library marketing philosophy - and the simile works!

Q&A with Ned Potter, Author of The Library Marketing Toolkit

<http://libereurope.eu/blog/2013/06/03/expert-tips-for-marketing-your-library/>

This is the same author as the first article, but with a different topic and format.

The M World Blog: Marketing for Non-Profits and Libraries

<http://themwordblog.blogspot.com/>

Averages about 1 post every 7-10 days; a good choice for tips, reminders, and discussions.

Resources

Listservs

<https://www.oregon.gov/osl/LD/Pages/resources/elists2.aspx>

Don't forget about the Oregon State Library-managed listservs. If you aren't already subscribed, do it. The community is incredibly helpful and very open to questions. Share resources and reap the benefits of the amazing, Oregon library community.



mixed media
for ages 7-12

2017

ART AROUND THE WORLD

oceania	FEBRUARY 4
pakistan	FEBRUARY 18
ruissia	MARCH 18
japan	APRIL 15
peru	MAY 13
kenya	JUNE 10
norway	JULY 8
morocco	AUGUST 5
argentina	SEPTEMBER 16
mexico	OCTOBER 14
india	NOVEMBER 11
turkey	DECEMBER 9

Children ages 7-12 are welcome to attend this event. While children above the age of 12 are allowed to participate alone, this is typically a complete program. We strongly encourage parents to be present with all children, however adults get to create, too!

Learn to draw, sketch, paint, and create a piece of art.
Don't think during the program. Be creative. Take your project home with you to keep growing.

Saturdays
10:30am - 12:00pm
Library Meeting Room
200 N. 1st St., 2nd Floor
Springfield, IL 62761
Sponsored by the Springfield Arts Commission

See it. Learn it. Create it. Love it!



Notes