



Library Event Marketing



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What Is Marketing?

Branding – who you are, what your story is, what you value (the “library” is a brand for many people)

Marketing – strategies for how you build awareness of your products, services, and experiences (research, data and analysis)

Advertising/Promotion – a tactic or specific activity to introduce a product or service to an audience (implementation), usually measured in use, sales, adoption rates, or attendance

Madison Public Library Brand

Madison Public Library Vision

Madison Public Library: your place to learn, share, and create.

Madison Public Library Mission

Madison Public Library provides free and equitable access to cultural and educational experiences. We celebrate ideas, promote creativity, connect people, and enrich lives.

Madison Public Library Values

- Learning in all forms
- Diverse perspectives
- Intellectual freedom
- Customer experience
- Collaboration
- Innovation
- Making a difference



Madison Public Library Marketing

Data, demographics, & strategy - plan programs to achieve goals

Know your library's data - who uses the library, who attends programs (who doesn't, and why?)

Customer segmentation - no library program is really for "everyone"

What's your strategy - for engaging customers and driving event attendance

Make a plan - intended audience, publicity checklists, event timelines

Madison Public Library Advertising

Web site

Social media

Digital signage

Print: Posters, flyers, handbills, bookmarks

Signs

Press releases

TV/radio

Email newsletters

Newspaper ads

News stories

Brochures

Handouts

Signage

Displays

Events

Vehicle wraps

Giveaway items

Merchandise

Partner networks: school district, city, performers, community groups, friends, foundation, more

Example: Equity Book Group



Branding

How does group advance library's goals for equity and literacy?

Marketing

What is audience for program? How did we reach audience? Were they involved in planning? What made the experience successful?

Advertising

Less about getting people to attend, more about sharing the success story. Who is audience for story?

Example: Drag Queen Story Time

Madison Public Library

celebrates
PRIDE MONTH



Drag Queen Storytime

Branding

How does event advance library's goals for equity and literacy?

Marketing

What is audience for program? How did we reach audience? Were they involved in planning? What made the experience successful?

Advertising

Single events part of larger promotion. Used photos from past programs. Used a variety of promotional tools, including media partnerships.



Planning Exercise



Topic	Audience	How	When	Messenger	Main Message Points	Person Responsible
*Fill out a separate line for each topic and audience	What audience is the communication for?	What method will be used to communicate ?	What is the frequency or on what specific date you will the message be communicated?	Who is the best messenger given the communication's goals?	Consider: - What does the audience already know? - What is the goal of the communication? Is there a desired action/feeling?	Are there any process or message approval steps to note?

Topic	Audience	How	When	Messenger	Main Message	Responsibility
*Fill out a separate line for each topic and audience	What audience is the communication for?	What method will be used to communicate?	What is the frequency or on what specific date you will the message be communicated?	Who is the best messenger given the communication's goals?	Consider: - What does the audience already know? - What is the goal of the communication? Is there a desired action/feeling?	Are there any process or message approval steps to note?
Drag Queen Story Time example	LGBTQ community	Flyer sharing with groups; announcement in OurLives; email and calendar; partnership	6 weeks prior to event	Program planner (partner outreach); Media coordinator (specific media outlets), social media	Library programs are for your families We hire LGBTQ employees and contractors We recognize you	Approve language, pronouns by community members; approve photos/message; approve event details
	Parents with young children	Library publicity; event listings in usual places	1-6 weeks in advance, depending on method	Library staff, library publicity, family media outlets	Family friendly event; event details	No approvals needed
	Funders (grant, Friends, etc.)	Photos and stories through direct feedback	Sometimes before; sometimes after event	Friends or whomever secured the gift	Your gift is making this happen; your gift made this happen	Approve publicity language recognizing gift
	Media	Interviews; press releases; tool kits		Marketing manager, lead programmer	Why this program; How to attend	Identify who talks to media in advance; create talking points



Promoting Your Library Events



Create Tools

 <p>MADISON PUBLIC LIBRARY PHOTO RELEASE</p>	Date and Location
<p>I, (print name) _____ give Madison Public Library, the Friends of Madison Public Library, Madison Public Library Foundation, and the City of Madison the absolute right and permission to use my photograph(s) or that of my minor child(ren), _____, in its promotional materials and publicity efforts. I understand that the photograph(s) may be used in a book, print ad, direct-mail piece, electronic media (e.g., DVD, video, Internet) or other promotion or information. I release Madison Public Library, the Friends of Madison Public Library, Madison Public Library Foundation, and the City of Madison, their agents, and the photographer from liability for any violation of any personal or proprietary right I have in connection with such use.</p>	
Street, City, State, Zip Code	Telephone
	Email

Care Wisconsin Outreach

Every Wednesday, 2:30-4:30 pm
Central Library
 200 W. Miller St., 266-4338
 Room 210 - Second Floor

Outreach workers provide benefit information to individuals in Care Wisconsin's SSI program and assist them in connecting with necessary health care providers as well as coordinating any other related needs.



If you need accommodations to attend this program, please call 608-438-1100 or 608-266-4338, extension 210. www.madisonpubliclibrary.org
 A member of the South Central Library System

 MADISON PUBLIC LIBRARY		
Publicity Plan		
Project		
Project contact		
Project dates		
	Date Scheduled	Notes
Press release		
MPL web page		
MPL web feature		
MPL Facebook		
MPL Twitter		
City - Mayor's news		
City feature		
Email newsletter		
- Check it out		
- Bubbler		
- Library Kids		
- Wi Book Festival		
- Other		
Other:		
NBC15		
Paid ads		
Calendar		



Social Media Marketing in Libraries



Why Social Media.

Increase library and program/content visibility

Empower and engage patrons

Foster conversation and welcome feedback

Reinforce the mission and vision of the library

Build relationships with community partners

Recognize donors/grants, Friends groups, Foundation support, sponsors

Choose the Right Platforms.

What goals do you have for social media? (Ex: event/program promotion, storytelling, sharing news, connecting with authors, connecting with community)

- Event/program promotion - Facebook/Twitter
- Storytelling - Facebook/Instagram
- Sharing news - Twitter/Facebook
- Connecting with authors - Twitter (Facebook - 2nd, Instagram - 3rd)
- Connecting with community - All (each will hit different audiences)

General Best Practices.

Be responsive - perhaps the most important part of social media.

Vary your content and messages

Tweak content for each platform - don't just copy/paste.

Tag partners, donors, community organizations, authors, etc. whenever appropriate.

Create appropriately sized graphics/images for each platform's specifications.

Upload videos directly to the platform for better engagement.

Use social media to tell your library's story.

Best Practices.

Facebook:

Quality vs. quantity

Max 2x/day - Min. 2-3x/week

Experiment with scheduling posts times/types of posts
Facebook Events, photo, link, video, etc.

Facebook is still most used network among ages 18-29 - more women

Great platform to reach a wide demographic

Best day to post: Thursdays | **Time of day (weekdays):** Between 10am-3pm



Best Practices.

Twitter:

More is okay!

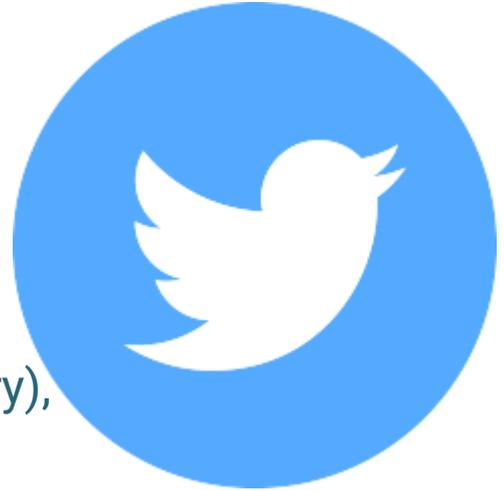
Less text & conversational - photo (not always necessary),
short links (Bit.ly)

Use hashtags but not too many - follow conversations, RT/reply to folks

Twitter popular with younger demographic (18-29), more even gender demographics than Facebook

More college-educated, higher-income folks on Twitter than Facebook

Best day to post: Fridays | **Time of day (weekdays):** Between 10am-12pm



Best Practices.

Instagram:

1 post/day - max Instagram stories - more, okay.

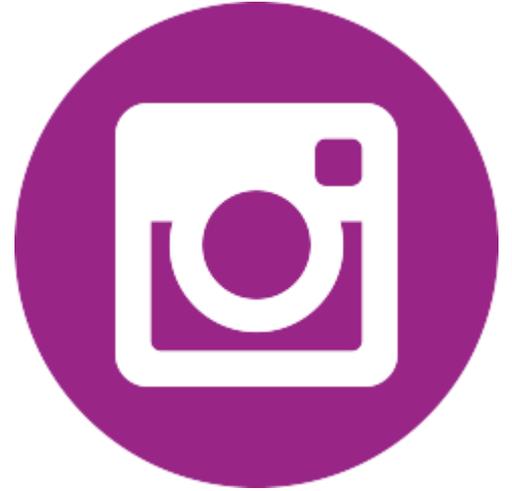
Be authentic, creative/unique content - storytelling, contests, (short) videos - HIGH quality.

Definitely not a platform to post the exact same content as on FB

Much younger demographic (59% - 18-29), more women than men

Evenly split on location and income level demographics

Best day to post: Thursday | **Time of day (weekdays):** Tues-Fri, 9am-6pm



Storytelling.

Promote Resources.

Post Details

Madison Public Library
Published by Madison Miffin · January 3 ·

Khurelbaatar and Erdentuya's first visit to Alicia Ashman Library was just over a year ago. They had recently moved to Madison from Mongolia and were hoping to file for asylum. With the help of staff and resources (and many more trips to the library!), Khurelbaatar and Erdentuya found what they needed to not only file for asylum but also launch their small business. Helping people feel safe and welcome goes a long way - and all of us at Madison Public Library are grateful for the opportunity to work together in supporting new members of our community. #LifeLibertyLibraries

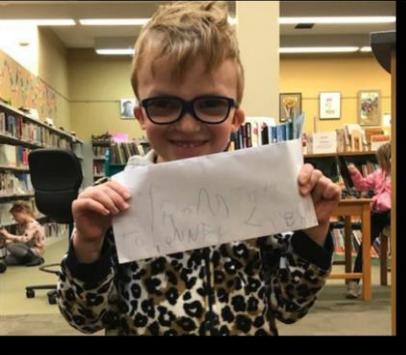
Read their full story at: <http://bit.ly/Khurelbaatar-Erdentuya>

Performance for Your Post

8,512 People Reached

693 Reactions, Comments & Shares

476 Like	316 On Post	160 On Shares
155 Love	102 On Post	53 On Shares
4 Wow	3 On Post	1 On Shares
16 Comments	2 On Post	14 On Shares
44 Shares	44 On Post	0 On Shares
89 Photo Views	1,244 Post Clicks	1,066 Other Clicks

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,800 people.

8,512 people reached

417 reactions

2 Comments

Like Comment Share

Madison Public Library
Published by Madison Miffin · November 3 ·

John is a kindergarten at Lowell Elementary and a Friday Library regular. His church gave all the children who attend \$20 to donate or use to help out any cause of their choosing. John chose immediately that he wanted to donate his money to Friday Library. He took the money to the grocery section and kept tabs on the construction of the new Friday Library whenever they were in that part of the store. We so appreciate young library supporters like you!

10 Comments · 14 Shares

Like Comment Share

Lowell Elementary We are so proud of you John!

Like Reply Message

Sue Marisa Jacobs Great job John!

Like Reply Message

These readers A great example of giving back from the church and this young boy!

Like Reply Message

Write a comment...

Post Details

Madison Public Library
Published by Madison Miffin · January 5 ·

Your library card gives you access to high-quality, digital versions of your favorite magazines with Flipster. And just in time for 2019, we've added some new titles and expanded the collection!

Take a look at some of the newly added titles and learn more about Flipster: <http://bit.ly/digital-magazines>

Performance for Your Post

2,518 People Reached

56 Reactions, Comments & Shares

38 Like	34 On Post	4 On Shares
3 Love	2 On Post	1 On Shares
4 Wow	4 On Post	0 On Shares
2 Comments	1 On Post	1 On Shares
9 Shares	9 On Post	0 On Shares

Flipster

Your favorite magazines available digitally. FREE with your library card.

madsionpubliclibrary.org/database

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,800 people.

2,518 people reached

40 reactions

Like Comment

madsionpubliclibrary

madsionpubliclibrary Choosing a book for your book club doesn't have difficult! Check out our book club kits - over 190 titles to choose from, each with 8+ copies of the title, book discussion questions, and information about the author. 📖

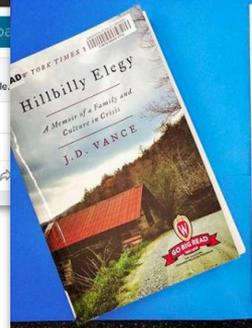
Browse our collection and learn more at: madsionpubliclibrary.org/new/book-clubs

#bookclubs
#librariesofinstagram#bookshelf
#bookstagram #bookgroup
#madsionpubliclibrary
#madsionwi #publiclibraries #hillbillyelegg
#gobigread

50 likes

OCTOBER 9, 2017

Add a comment...




Engage Folks.

Connect to Partners.

Post Details

Madison Public Library
Published by Madison Millin · February 21 · 48

Who is coming to your rescue? #MadisonPublicLibrary #BookHeroes

**Oh no!
You've been kidnapped!**

Don't worry, the main character(s) from the last book you read are coming to rescue you.

Who is on the way to save you?

Performance for Your Post		
20,909 People Reached		
1,293 Reactions, Comments & Shares		
185 Like	41 On Post	144 On Shares
12 Love	5 On Post	7 On Shares
46 Waha	1 On Post	45 On Shares
1 Wow	0 On Post	1 On Shares
1,003 Comments	162 On Post	841 On Shares

Post Details

Madison Public Library
Published by Madison Millin · October 24 · 4

Ruin a book (or movie) in one letter. We'll go first: Anne of Green Gables. #MadisonPublicLibrary #RuinABookInOneLetter

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,900 people.

20,909 people reached

Ruin a book in one letter.

MADISON PUBLIC LIBRARY

Performance for Your Post		
176,541 People Reached		
30,924 reactions, Comments & Shares		
1,738 Like	138 On Post	1,900 On Shares
195 Love	24 On Post	171 On Shares
1,043 Waha	82 On Post	961 On Shares
12 Wow	0 On Post	12 On Shares
2 Sad	0 On Post	2 On Shares
4 Angry	0 On Post	4 On Shares
27,391 Comments	1,066 On Post	26,325 On Shares
557 Shares	545 On Post	12 On Shares

66,133 Post Clicks

3,610 Photo Views 9 Link Clicks 62,514 Other Clicks

NEGATIVE FEEDBACK

31 Hide Post 8 Hide All Posts

0 Report as Spam 1 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,900 people.

176,541 People Reached 97,057 Engagements

Paul Left, Katy Petershock and 231 others 945 Comments 545 Shares



madisonpubliclibrary

madisonpubliclibrary #Repost Happy birthday, @anthology218! Thanks for your support of #madisonbubblr! Anthology on State St. is donating 10% of weekend sales to #TeenBubblr. ♥♥♥

Madison Public Library
Published by Madison Millin · November 6 · 1

Democratic candidate for Governor Tony Evers stopped in the Central Library to vote this morning, along with a lot of news crews! We are proud to have supported the City of Madison, Wisconsin Government's City Clerk's office in absentee voting and voter registration efforts these last few weeks, and we're proud that six of our nine libraries are polling places today. If you haven't already, get out and #Vote!

(And, keeping in line with our comments policy, please keep any comments shared with us focused on your enthusiasm for the democratic process or support for libraries vs. sharing your political views or endorsements of candidates).

Tag Photo Add Location Edit

294 10 Comments 8 Shares

Like Comment Share

Most Relevant

Carol Hoyer Voting at the Madison Librarios has been brilliant. Like Reply Message · 4w

Connie Partain I agree. Was able to get the college kid in to absentee vote which was wonderful. Like Reply Message · 4w

Write a comment...

Promote Programs & Events.



Events

Published Events | Filter: Event Date | Search Event | + Create Event

Event	Budget Spent	Reach	Responses	Tickets Clicks
This my Life, This my Art: Teen Art Exhibition & Celebration Madison Public Library Mon Dec 10, 4:30pm	Boost Event	3.2K	102	No data
Kickoff Open House: Madison BRT Planning Study Madison Public Library Wed Dec 12, 6:00pm	Boost Event	8.8K	257	17
Indie Lens Pop-Up presents Rumble Indie Lens Pop-Up - Madison Thu Dec 13, 6:30pm	Boost Event	535	21	No data
Boogie Nights CineTheatre Jan 3, 2019 6:00 PM	Boost Event	2K	92	No data
Outside-the-Box Printmaking Workshop with Kathleen Stern The Bubbler at Madison Public Library Jan 16, 2019 10:30 AM	Boost Event	809	34	2
Opening Reception for Who Matters: Volume 2 Madison Public Library Feb 1, 2019 6:30 PM	Boost Event	373	16	No data
Madison College presents Sonya Renee Taylor Madison College Mar 11, 2019 7:00 PM	Boost Event	3.3K	197	50



Brand Awareness.



South Central Library System Foundation
From the Ground Up
 The campaign to enhance public libraries
 Vol. 11, No. 1 • Fall 2018
 4010 S. Biltmore Lane, Suite 101, Madison, WI 53718 www.sclsfoundation.org (608) 246-7973

Reception is Oct. 18 at Babe's Grill & Bar

Alice Oakey to receive 2018 Cornerstone Award

Now in its 10th year, the SCLS Foundation Board has selected Alice Oakey as the recipient of the 2018 Cornerstone Award. Alice truly represents the values and mission of the South Central Library System Foundation.

In her written support of Alice's nomination for the Cornerstone Award, Sarah Lawton, supervisor of Madison Public Library's Monroe Street and Pinney Libraries, said, "Alice has dedicated her career to building community through library service. She has become a huge force for positive transformation to residents of the Meadowdale neighborhood." Lawton said Alice has touched the lives of many neighborhood residents in meaningful ways.

"She has supported community dinners and built bridges between the library, the schools and the community centers so that people feel connected within their community," Lawton added. "She is someone that I admire greatly, and with her retirement she will be deeply missed on the library management team and in the broader community."

—please see Alice Oakey on page 2

Alice Oakey

Madison Public Library
 Published by Madison Mifflin [?]
 Page Liked · March 22 ·

Teen Services Librarian Jesse is gearing up to talk about The Bubbler at Madison Public Library's Making Justice program at the Public Library Association (PLA) Conference in Philadelphia this morning! Jesse, along with a panel of experts, is teaching staff from other public libraries how to provide similar innovative learning experiences to at-risk youth in their communities.

Learn more at: <http://bit.ly/Making-Justice>

Madison Public Library
 Published by Madison Mifflin [?]
 Page Liked · August 9

Happy #NationalBookLoversDay! If you're a book lover, then treat yourself to some quality reading time. Still looking for that perfect title? We got you covered. Check out titles in our Too Good to Miss displays at a Madison Public Library near you.

<http://bit.ly/mpil-too-good-to-miss>

Too Good to Miss collections are funded in part by Madison Public Library Foundation.

Tag Photo Add Location Edit

29 4 Shares

Like Comment Share

Write a comment...

Suggested Groups See All

BECAUSE LIBRARIES ARE PARTNERS IN A HEALTHY COMMUNITY.

Libraries are Champions of Healthy Communities
 388 members

Madison Public Library
 Published by Madison Mifflin [?]
 Page Liked · August 10

"Alice has dedicated her career to building community through library service." Congratulations to Alice Oakey, former supervisor of Meadowridge Library and recipient of the South Central Library System Foundation's Cornerstone Award. Such a well-deserved honor!

Read the full article at: <https://www.sclsfoundation.org/cornerstone/index.html>

All are welcome to join in a free reception to celebrate at Babes Grill & Bar on Thursday, October 18 from 5-7pm.

Tag Photo Add Location Edit

31 3 Comments 2 Shares

Like Comment Share

Most Relevant

Write a comment...

Other Resources.

Facebook Groups:

Libraries & Social Media - facebook.com/groups/LibrarySocial

Library Think Tank - facebook.com/groups/ALAtthinkTANK

Library Marketing & Outreach Interest Group:

facebook.com/groups/acrl.lmao

Social Media Breakfast (Madison area)

Webinars, Conferences, Other Social Media/Marketing Folks



Telling the Story: Photos and Testimonials



More Resources.

Marketing Library Services newsletter

<http://www.infotoday.com/mls/default.shtml>

Public Relations & Marketing (PLA)

<http://www.ala.org/pla/resources/tools/public-relations-marketing>

David Lee King: Social Media, Emerging Trends & Libraries

<https://www.davidleeking.com>

Pew Research Center

<http://www.pewresearch.org>

Librarian's Nitty Gritty Guide to Content Marketing. Laura Solomon. ALA Editions, 2016.

Letting Go of the Words. Ginny Redish. Interactive Technologies, 2nd ed, 2012.