

# Promoting Your Library 365

# Reaching Patrons with Email Newsletters

John Andrews, Internet Services Librarian  
Washoe County Library

[jandrews@washoecounty.us](mailto:jandrews@washoecounty.us)



**Connect, Gather, Explore**

WASHOE COUNTY LIBRARY SYSTEM

[washoecountylibrary.us](http://washoecountylibrary.us)



# Why Email?

- Meet users where they are – online.
- Print newsletters were costly, and reach was limited.
- Easier to reach new users with email.

**Connect, Gather, Explore**

WASHOE COUNTY LIBRARY SYSTEM [washoecountylibrary.us](http://washoecountylibrary.us)



# General Newsletter

- Started as a single newsletter
- Split into three targeted areas:
  - Maker
  - Adults
  - Kids

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WASHOE COUNTY LIBRARY SYSTEM [washoecountylibrary.us](http://washoecountylibrary.us)







## Summer Reading Program



There is still time to register and complete the [2019 Summer Reading Program](#).

The theme of this year's program, *A Universe of Stories*, coincides with NASA's 60 years of achievement and its celebration of the fiftieth anniversary of the Apollo moon landing. Dr. Steve Metzger will engage kids and families in an activity-based presentation of that historic first journey to our Moon.

Before the program wraps up at the end of this month, be sure to attend the [Summer Reading Program landing party](#). These events will feature crafts, games, and food, and will award Summer Reading Program prizes.

[See all Summer Reading Program events.](#)

## Events



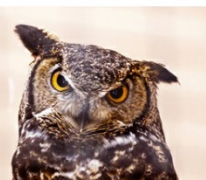
### Didgeridoo Down Under

A high-energy, Australia-themed show that combines music, culture, science, comedy, character building and audience participation.

The didgeridoo has been played by Aboriginal Australians for at least 1,500 years. But DCU is more than music. It's interactive, educational, motivational, and highly entertaining. You'll learn about Aussie culture, animals, and more.

Presented by Friends of Washoe County Library.

[Learn more.](#)



### A Universe of Animals

Conservation Ambassadors Wild Things was founded in 1987 for the purpose of housing and caring for displaced wildlife.

With the help of animal ambassadors, they have been educating the public with a message of conservation and appreciation for natural wonders, for nearly 30 years.

Presented by Friends of Washoe County Library.

[Learn more.](#)

## Learning & Making



### Space Explorers with NASA Ambassador

Celebrate the fiftieth anniversary of the Apollo 11 moon landing. Dr. Steve Metzger will engage kids and families in an activity-based presentation of that historic first journey to our Moon.

[Learn more.](#)

### A Universe of Gems

Learn about local Nevada gems and minerals with an expert-led lesson. Reno Gem & Mineral Society will give a short presentation, followed by an opportunity to examine specimens, and wrapping up with a short game.

[Learn more.](#)



## Movie Screenings



[See our calendar of events for all upcoming movies.](#)

## At the Branches

### Downtown Reno

[English Conversation Class](#)  
Sundays, noon-2 pm  
[Movie Matinees](#)  
Tuesdays, 11 am-1 pm

### Duncan/Traner

[Arts & Crafts: Squishy Paint Sun](#)  
Wednesday, July 3, 3:30-4:30 pm  
[Arts & Crafts: Galaxy Painted Rocks](#)  
Wednesday, July 17, 3:30-4:30 pm

### Incline Village

[Space Explorers with NASA Space Ambassador](#)  
Wednesday, July 10, 4-5 pm  
[Summer Chess Camp](#)  
July 23-26, 2-4 pm

### North Valleys

[Fly-in Space Theater](#)  
Friday, July 12, 1:30-4 pm  
[Classic Film Series](#)  
Saturdays, 1:30-3:30 pm

### Northwest Reno

[Visionaries: Women Artists of the Great Basin](#)  
Saturday, July 6, 2-3 pm  
[STEAM Night: Galaxy Jars](#)  
Wednesday, July 24, 5-6 pm

### Sierra View

[Summer Break LEGO Game](#)  
Tuesday, July 16, 3:30-4:30 pm  
[Battle of the Stars Movie Matinees](#)  
Saturdays, 2:30-5 pm

[Visit our calendar to see all upcoming events.](#)

### South Valleys

[Starry, Starry Night](#)  
Tuesday, July 16, 3-4 pm  
[STEAM Thursdays](#)  
Thursdays, 4:30-5:30 pm

### Spanish Springs

[Artist Showcase and Community Mural Event](#)  
Sunday, July 7, 1-3 pm  
[Stewart Indian School: Home of the Braves](#)  
Wednesday, July 10, 2-4 pm

### Sparks

[Dino Green Story Time](#)  
Saturday, July 20, 10:15-11:15 am  
[DIY Repair Clinic](#)  
Saturday, July 27, 11 am-2 pm



View our calendar for more information.

## News & Announcements



### Kids Café:

#### Free Summer Meals Program

The Washoe County Library System has partnered with the Food Bank of Northern Nevada to provide free, nutritious meals to children and youth ages 1-18.

Visit the [Food Bank of Northern Nevada website](#) for more information. If you are interested in volunteering, please contact Andrea Tavener at [atavener@washocounty.us](mailto:atavener@washocounty.us).

[See complete dates and times.](#)



### Library Closures

All Washoe County Libraries will be closed Thursday, July 4 in observance of Independence Day.

# Connect, Gather, Explore

WASHOE COUNTY LIBRARY SYSTEM

[washocountylibrary.us](http://washocountylibrary.us)



# Email Blasts

- Special Events
- Promotions
- New Services

**Connect, Gather, Explore**

WASHOE COUNTY LIBRARY SYSTEM [washoecountylibrary.us](http://washoecountylibrary.us)





### New Resources for Makers



See more recently released crafts and DIY books.

### Idea Boxes



#### Idea Box: Duct Tape Creations

Duct tape isn't just for around-the-house repairs (or taping ducts). Now made in a variety of eye-catching colors, it can be used to construct wallets, pouches, even entire garments.

**Activities:** Make a duct tape bookmark, library card wallet, or pencil pouch.

The Duct Tape Creations Idea Box will be at the Sierra View Library through the end of the month.

Learn more about Idea Boxes.

# Connect, Gather, Explore

WASHOE COUNTY LIBRARY SYSTEM [washoecountylibrary.us](http://washoecountylibrary.us)



### TEDx 2019 Conference Live Stream

The TEDxUniversityofNevada 2019 conference is sold out, but you can still experience this full day of deep thought and exciting new ideas at the Downtown Reno Library or Incline Village Library. At both locations the event will be live streamed in its entirety.

This year's lineup includes 18 speakers and four performers. You'll hear from a comedian, an Olympic gold medalist halfpipe skier, a lively roots-rock duo, an experienced TED speaker with Fortune 500 management chops, the CEO of Renown Health, and many other creative and intelligent speakers. Visit the [TEDxUniversityofNevada website](http://TEDxUniversityofNevada.com) for more information.

Seating is limited, and registration is required.

- [Register to view at the Downtown Reno Library](#)
- [Register to view at the Incline Village Library](#)

[Locations & Hours](#) | [Digital Library](#) | [Calendar of Events](#) | [Catalog Search](#)



Washoe County Library System  
301 S Center St. Reno, NV 89501  
[www.washoecountylibrary.us](http://www.washoecountylibrary.us) - 775-327-8300

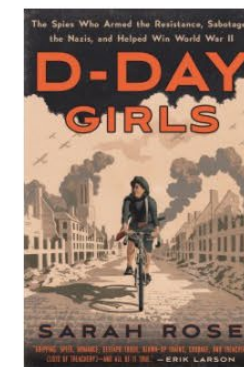
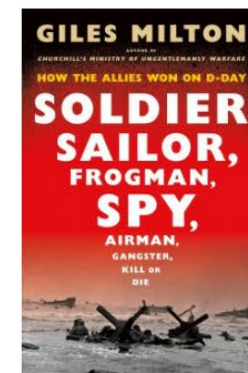


## D-Day 75th Anniversary



June 6, 2019 marks 75 years since D-Day, the invasion of Normandy that led to the liberation of France and ultimately the end of World War II. The momentous day has been the subject of numerous films, both documentary and fictionalized accounts, and historical texts, with several new histories having been released this year.

### New Release Histories



# Measuring our Impact


## Email Overview

Emails Sent  
**219,230**

Unique Opens  
**15.42%**

Unique Views  
**0.1%**

Total Clicks  
**5,874**

Mobile  
 **32.58%**

Desktop  
 **67.42%**



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# Next Steps

- Pilot program for branch emails
- Data-driven decisions
- Analytics
- Press Releases
- ILS opt-in & email collection
- More original content



# Reaching Patrons with Email Newsletters

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Washoe County Library

[jandrews@washoecounty.us](mailto:jandrews@washoecounty.us)

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# eResources: Instructional Brochures

Caleigh Haworth, Training & Communications Coordinator  
Marigold Library System  
[caleigh@marigold.ab.ca](mailto:caleigh@marigold.ab.ca)





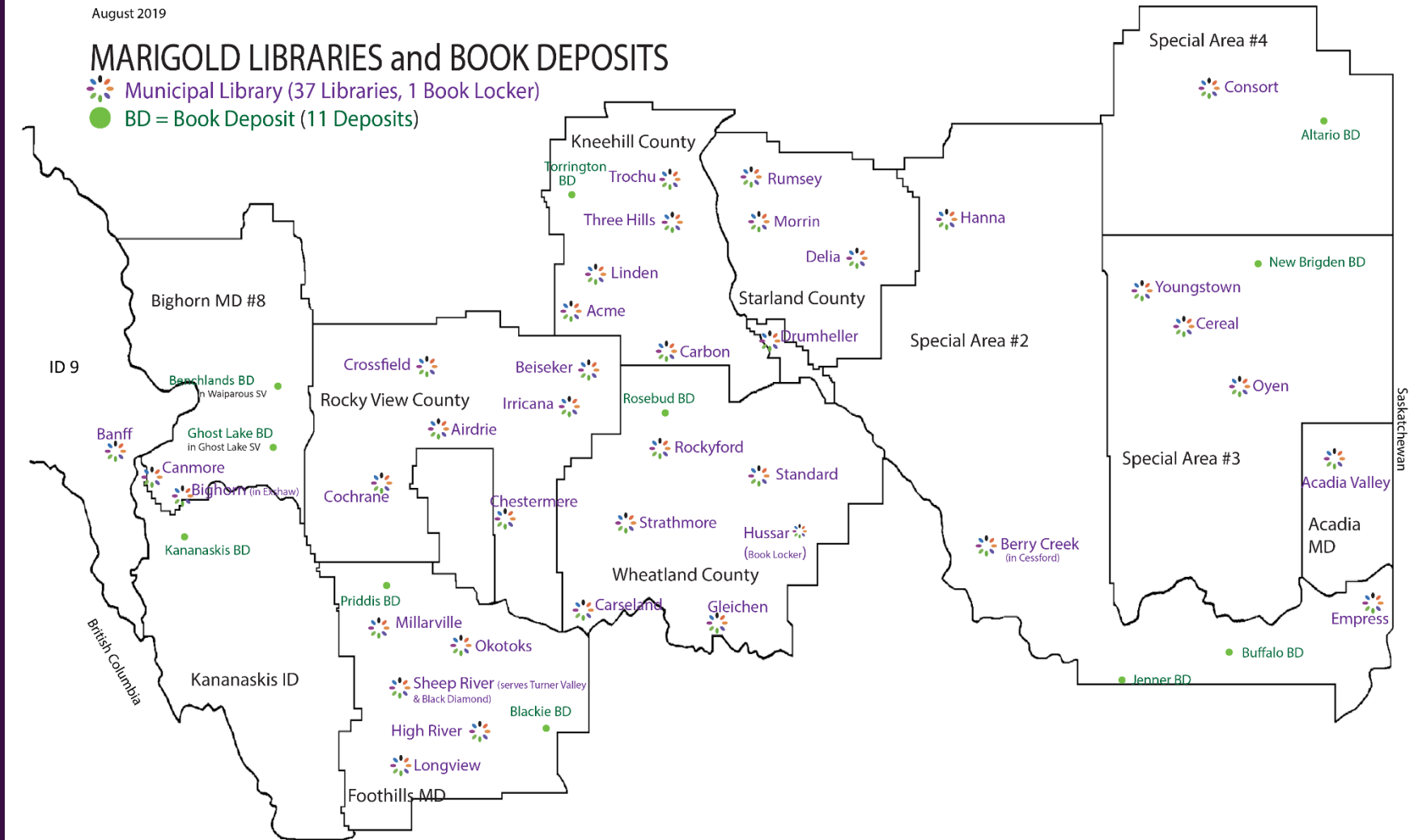


August 2019

## MARIGOLD LIBRARIES and BOOK DEPOSITS


 Municipal Library (37 Libraries, 1 Book Locker)

 BD = Book Deposit (11 Deposits)




# Why create instructional brochures?


Language Learning

**pronunciator:** 

A World of Languages!



eResources from your local public library  
and Marigold Library System

 **MARIGOLD**  
LIBRARY SYSTEM

eResources & Digital Content | [www.marigold.ab.ca/eresources](http://www.marigold.ab.ca/eresources)  
April 2019

# FEAR of TECHNOLOGY





# EMPOWER PATRONS and LIBRARY STAFF

*“The handouts take some of the pressure off me when I might not feel super confident about helping a patron with a resource I don’t use myself.”*

- Staff member, Okotoks Public Library



## How To...

Visit the PressReader YouTube channel at <http://bit.ly/1YrUDZn> Here you will find short instructional videos such as:

- How to select publications
- How to use the Home Feed
- How to personalize your reading experience

## Tips 'n' Tricks

<https://care.pressreader.com/hc/en-us/articles/214222563-Tips-n-Tricks>

## Discover Your Favorite Titles

<https://care.pressreader.com/hc/en-us/articles/203210185-Discover-Your-Favorite-Titles->

For more information, visit the PressReader Help Center at <http://care.pressreader.com>

**press reader**  
— connecting people through news —



# Digital Newspapers & Magazines from Around the World

**press reader**

eResources from your local public library  
and Marigold Library System



eResources & Digital Content | [www.marigold.ab.ca/eresources](http://www.marigold.ab.ca/eresources)  
February 2018

## What is PressReader?

*5000+ Publications from 100+ Countries  
in 60+ Languages*

Get your favorite publications and discover new titles that you're sure to love. Choose from thousands of magazines and newspapers and read them in the image-rich original layout.

## Getting Started

You can access PressReader two ways:

1. In the library (using library wifi)
2. Remotely (away from the library, eg. at home)

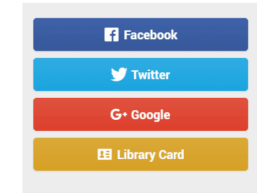
## Using PressReader in the Library

1. Open [www.pressreader.com](http://www.pressreader.com) on the library computer or connect your personal device to library wifi and launch the PressReader app.
2. Select your desired publication(s) and start reading!

## Using PressReader Remotely on a PC/MAC (away from the library)


1. Visit [www.pressreader.com](http://www.pressreader.com)

2. Click Sign In in the top left of the screen and select Library Card



3. Select library: MARIGOLD LIBRARY SYSTEM
4. Enter your library card barcode number and PIN (if you do not know your PIN, please contact your local library)
5. Click Sign In

## Get Started Using the PressReader app

1. Download the free PressReader app from the App Store or Google Play
  2. Choose SIGN IN WITH LIBRARY CARD
- 
3. Under SELECT LIBRARY search for and choose MARIGOLD LIBRARY SYSTEM
  4. Enter your library card barcode and PIN
  5. Your login will last 48 hours. At the end of that time you will be required to login again




# TURN PATRONS into ADVOCATES


*“I just saw your brochure on AutoRepair one day when I visited the library and my husband needed some resources so I shared it with him. He thinks I am a star!”*

- Patron, Delia Municipal Library

Auto Service &  
Repair Information

Auto   
Repair Source

eResources from your local public library  
and Marigold Library System

 **MARIGOLD**  
LIBRARY SYSTEM

710—2nd Street | Strathmore, AB T1P 1K4 | [www.marigold.ab.ca](http://www.marigold.ab.ca) | 403-934-5334  
May 2019



# Branding

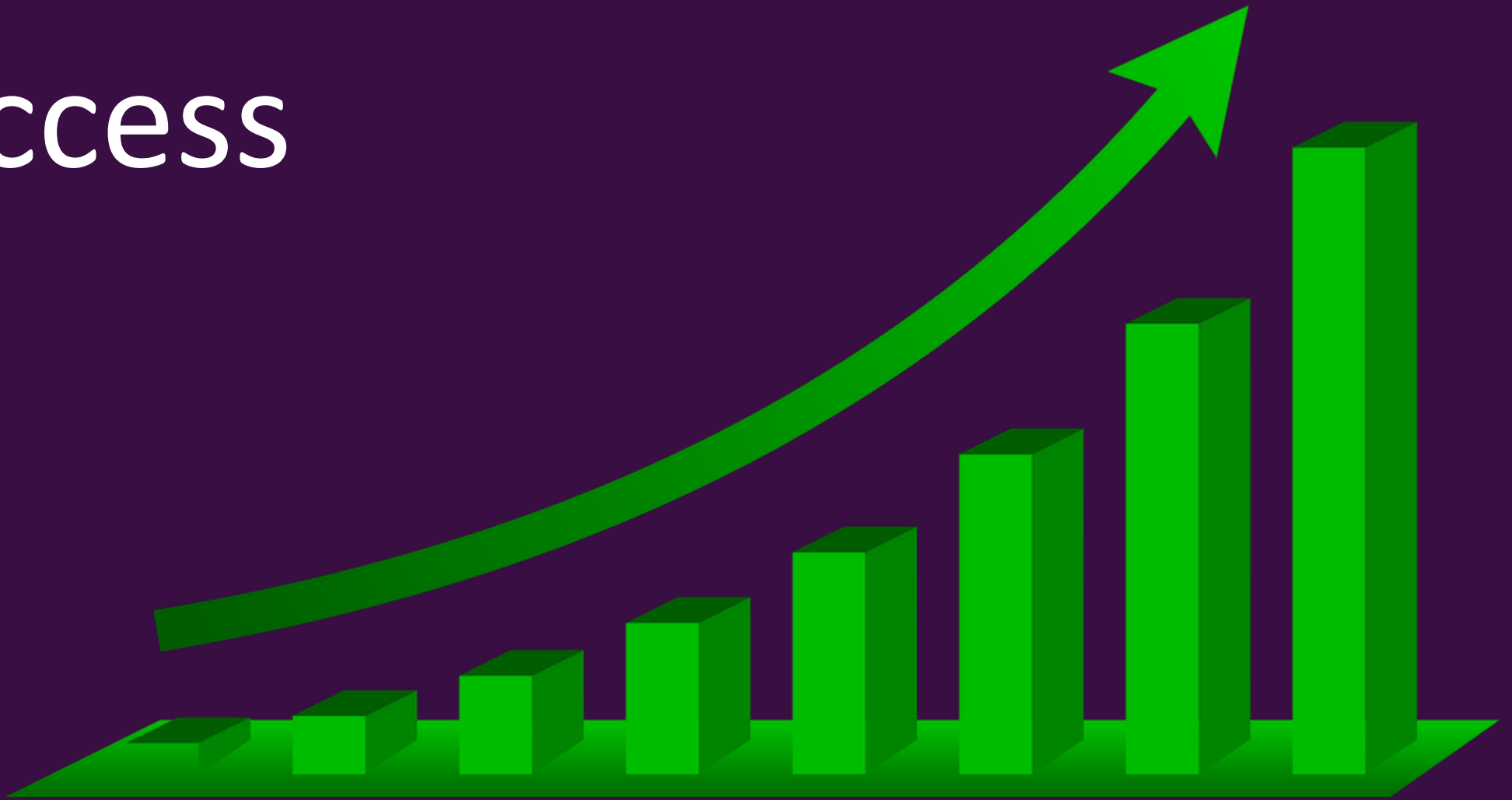


eResources & Digital Content | [marigold.ab.ca/eresources](http://marigold.ab.ca/eresources)





# Success






# Printing Stats

2014 ⇒ 2019

**350%** increase in copies  
printed for member libraries



Library eBooks  
for Mobile Devices



OverDrive | cloudLibrary | Read Alberta eBooks  
eResources from your local public library  
and Marigold Library System



MARIGOLD  
LIBRARY SYSTEM

eResources & Digital Content | [www.marigold.ab.ca/eresources](http://www.marigold.ab.ca/eresources)  
October 2019

# Patron eResource Presentations

2015

13

2019

0



Caleigh Haworth, Training & Communications Coordinator

Marigold Library System

[caleigh@marigold.ab.ca](mailto:caleigh@marigold.ab.ca)

# Using Social Media Advocacy to Promote Your Library

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Tommy Hardin  
Online Marketing Coordinator

# Step 1

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## SET GOALS

1.

2.

3.





# Step 2 – Get Brand Advocates Onboard – The Ask

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Become an MCPL Advocate! Mid-Continent Public Library is looking for social media-savvy people to become Social Media Advocates ([#MCPLAdvocate](#)) during National Library Week, April 7-13, 2019. This year's theme is "Libraries = Strong Communities"! We need your help to help us raise awareness about the important resources and services that our Library provides to make our community strong.

Being a [#MCPLAdvocate](#) takes no money and very little time. Since you are already passionate about MCPL and already like and share our content on your social media account, we know that you understand the value of our Library. If you want to help, we will contact you during National Library Week and ask that you share specific content and use the hashtags [#MCPLAdvocate](#), [#NationalLibraryWeek](#), [#LibrariesTransform](#), and [#NLW19](#).

Please message me back if you are will to participate!

# Step 2 – Get Brand Advocates Onboard – The Responses



Absolutely! Count me in.

Mar 29, 2019, 7:00 AM

Thanks for participating. We will be sending you content to share leading up to the start of Nation Library Week.

Mar 29, 2019, 10:39 AM ✓



I would love to participate. Sign me up, please!

Mar 28, 2019, 1:37 PM

Thanks for participating. We will be sending you content to share leading up to the start of Nation Library Week.

Mar 28, 2019, 1:42 PM ✓



I would love to be an [#MCPLAdvocate](#) let me know how I can help!

Mar 28, 2019, 4:37 PM

Thanks for participating. We will be sending you content to share leading up to the start of Nation Library Week.

Mar 29, 2019, 10:39 AM ✓



I'd love to participate. Just let me know what to do. Love Mid-Continent!

Mar 28, 2019, 9:16 PM

Thanks for participating. We will be sending you content to share leading up to the start of Nation Library Week.

Mar 29, 2019, 10:40 AM ✓


# Step 3—The Content

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Thank you for becoming an MCPL Social Media Advocate (@MCPLAdvocate) for National Library Week. Below you will find copy and images to share during the week of April 7-13. Feel free to personalized text and share at your convenience and use the hashtags [#MCPLAdvocate](#), [#NationalLibraryWeek](#), [#LibrariesTransform](#), and [#NLW19](#).

1. 32 adults have earned high school diplomas and received job training through Career Online High School—available through MCPL—since it launched in 2017.
2. 1,431 people attended 78 programs offered by MCPL’s Square One Small Business Services last year. More than 80% of the attendees reported being in the discovery, startup, or growth phase of their business.
3. More than 136,313 children and caregivers attended almost 5,000 storytimes last year.
4. The Library’s Reading Rocket reached more than 16,350 children last year, providing early literacy services during 185 stops.
5. Homebound customers received 24,535 books, DVDs, and other materials last year through MCPL’s Library-By-Mail program.
6. To date, more than 100,000 food items have been collected for local food pantries through MCPL’s Food For Fines program, which allows customers to reduce their fines in exchange for donations of nonperishable items.
7. Customers logged more than 838,000 public computer and Wi-Fi sessions at MCPL branches to work on job searches, pay bills, conduct research, and more.


# Step 3—The Content



**Libraries=Strong COMMUNITIES**



**Ways MCPL Keeps Our Community Strong**



**Career Online High School**  
Provides adults the chance to complete their degrees.

Celebrate NATIONAL LIBRARY WEEK APRIL 7-13, 2019



**Libraries=Strong COMMUNITIES**



**Ways MCPL Keeps Our Community Strong**



**Square One Small Business Services**  
Supports small businesses with free resources and training.

Celebrate NATIONAL LIBRARY WEEK APRIL 7-13, 2019



**Libraries=Strong COMMUNITIES**



**Ways MCPL Keeps Our Community Strong**



**Early Literacy Programs**  
Provides a variety of programs to help children read at grade level.

Celebrate NATIONAL LIBRARY WEEK APRIL 7-13, 2019



**Libraries=Strong COMMUNITIES**



**Ways MCPL Keeps Our Community Strong**



**Food for Fines**  
More than 100,000 items have been donated so far.

Celebrate NATIONAL LIBRARY WEEK APRIL 7-13, 2019



**Libraries=Strong COMMUNITIES**



**Ways MCPL Keeps Our Community Strong**



**Library-by-Mail**  
Keeps homebound customers by delivering library materials

Celebrate NATIONAL LIBRARY WEEK APRIL 7-13, 2019



**Libraries=Strong COMMUNITIES**



**Ways MCPL Keeps Our Community Strong**



**Reading Rocket**  
Travels to provide training for parents and books for home libraries.

Celebrate NATIONAL LIBRARY WEEK APRIL 7-13, 2019



# The Content Shared on Social

 **Amy** @amykbrost · Apr 9  
So glad @MCPLMO has the Food for Fines program so I can ignore fines and then feel real good when I donate & pay them off #winwin #NationalLibraryWeek #MCPLAdvocate




**Libraries=Strong COMMUNITIES**

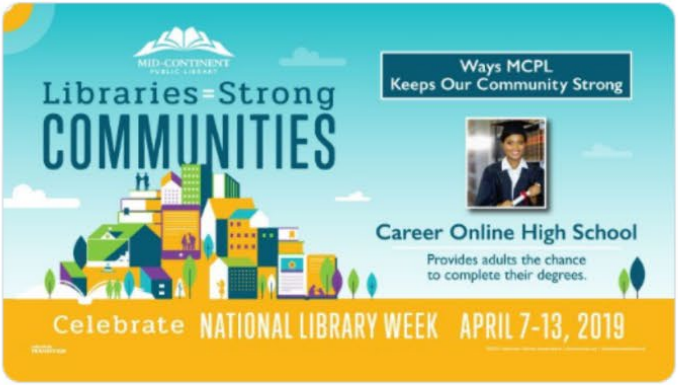
Ways MCPL Keeps Our Community Strong

**Food for Fines**  
More than 100,000 items have been donated so far.

Celebrate NATIONAL LIBRARY WEEK APRIL 7-13, 2019

3 7

 **KC Geeks** @KCGeeks · Apr 8  
32 adults have earned high school diplomas and received job training through Career Online High School—available through @MCPLMO —since it launched in 2017. #MCPLAdvocate #NationalLibraryWeek #LibrariesTransform #NLW19



**Libraries=Strong COMMUNITIES**

Ways MCPL Keeps Our Community Strong

**Career Online High School**  
Provides adults the chance to complete their degrees.

Celebrate NATIONAL LIBRARY WEEK APRIL 7-13, 2019

2 5

 **Lauren Hickey** @LibraryLaurenKC · Apr 10  
MCPL statistics are staggering. We host more than 838,000 public computer and Wi-Fi sessions at MCPL branches to work on job searches, pay bills, conduct research, and more. #MCPLAdvocate #NationalLibraryWeek



**Libraries=Strong COMMUNITIES**

Ways MCPL Keeps Our Community Strong

**Public Computers & Wi-Fi**  
Customers can connect to the internet anytime during branch hours.

Celebrate NATIONAL LIBRARY WEEK APRIL 7-13, 2019

6 6

# MCPL Advocates Pilot National Library Week—The Results

## TWEETREACH SNAPSHOT FOR #mcpadvocate

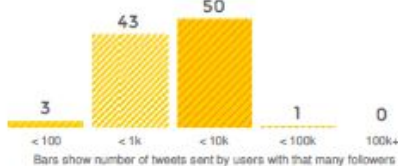
### ESTIMATED REACH

**39,787**

ACCOUNTS REACHED

### EXPOSURE

**221,863** IMPRESSIONS

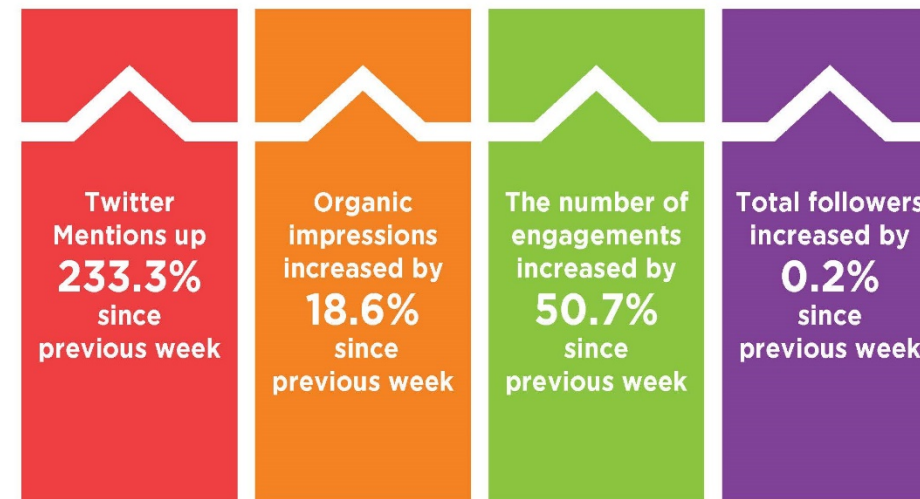
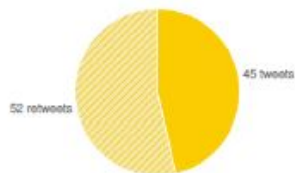
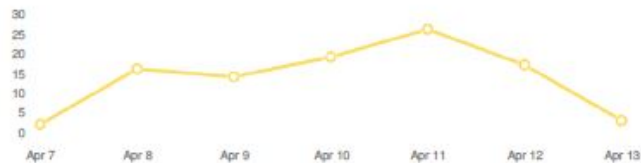


### ACTIVITY

**97**  
TWEETS

**29**  
CONTRIBUTORS

**7**  
DAYS



# Thank you!

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Tommy Hardin  
Online Marketing Coordinator  
[thardin@mymcpl.org](mailto:thardin@mymcpl.org)



everylibrary

# Marketing “Yesterday”

John Chrastka, Executive Director

EveryLibrary

[john.chrastka@everylibrary.org](mailto:john.chrastka@everylibrary.org)





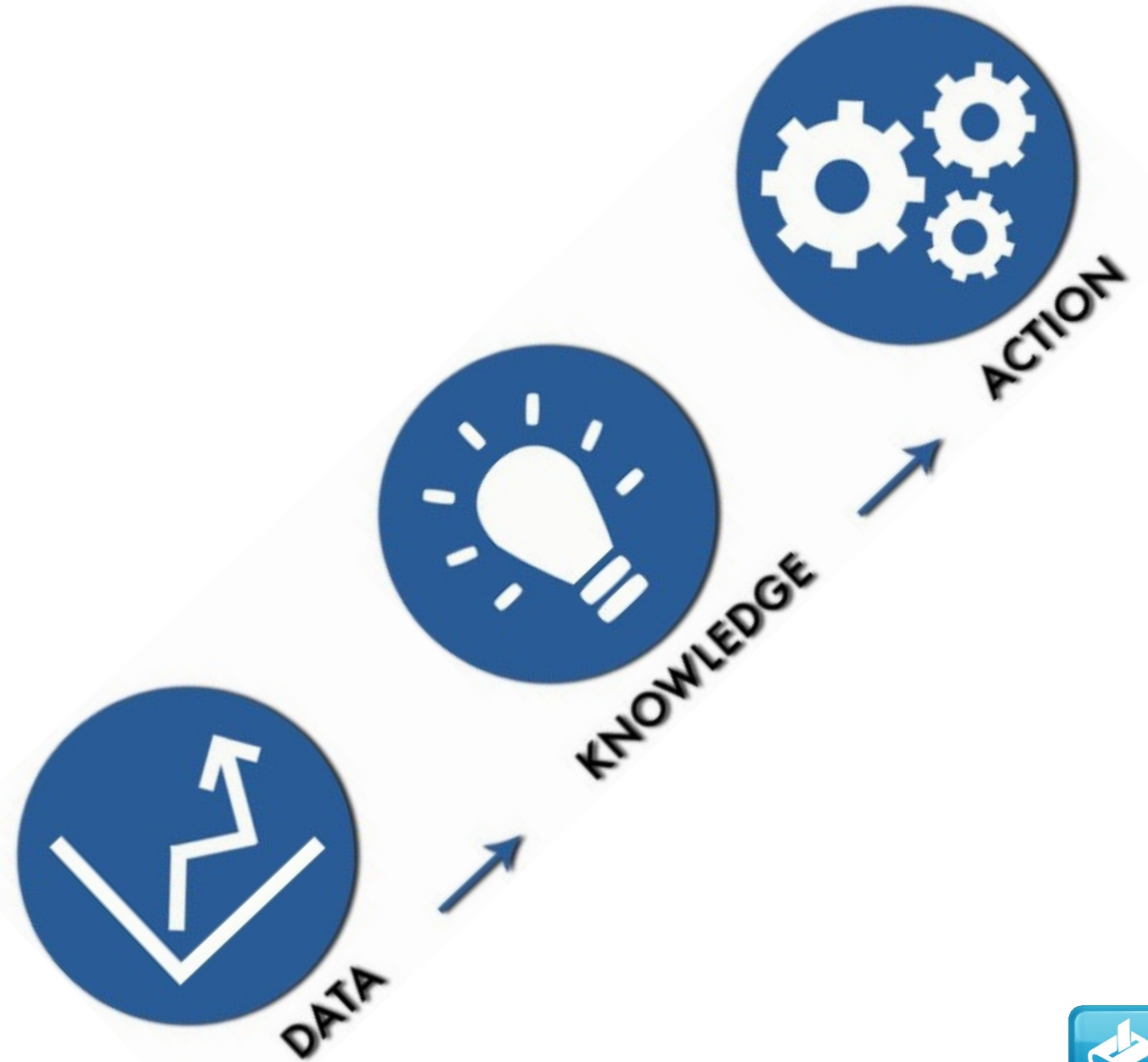


*What do we learn from politics?*



# *Politics is about beliefs*

- One's own deeply held beliefs and value system
- Relationship with the candidate or issue
- Ideological alignment with the solution



# *People Vote for Candidates and Ideas...*

Shared Value System

Shared Identity

Personal Characteristics

Policy Issues

*"The Political Brain" (Westin 2016)*







*What are their deeply-held beliefs?*

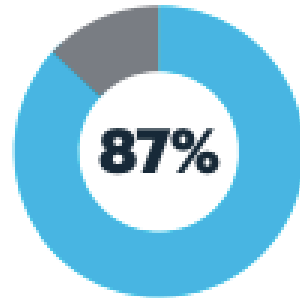


# Yesterday + Tomorrow = Support

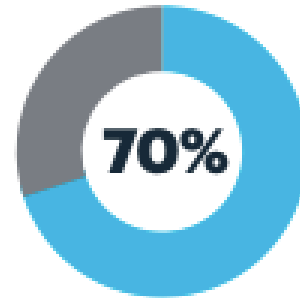
## Raising awareness with communication efforts

Public library staff aim to increase community awareness and most meet that goal.

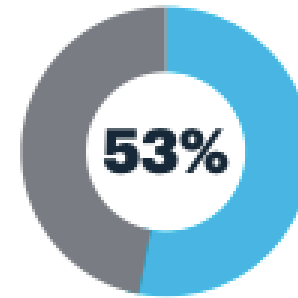
Which of the following are the top desired outcomes from your library's communication efforts?\*



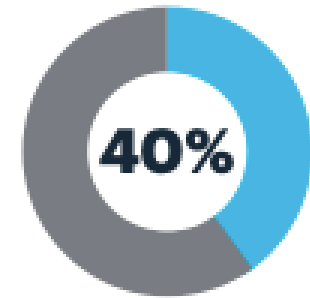
**Increase community awareness of library**



**Increase use of library materials**



**Increase participation in library events**



**Increase traffic to library in person**

*Also: Increase funding for library (24%); Increase number of library cards issued (7%); Increase traffic to library's website (5%); Drive adoption of new programs (3%)*





## *New Metrics and Better Frames*



# Marketing “Yesterday”



- Stories about successes that emphasize your **values**.
- Stories of failures that demonstrate **integrity**.
- Stories about people who are important to you.
- Stories about “why you do what you do.”



*Who else cares about  
your Mission, Vision  
and Values?*

“Provide a welcoming and accessible environment in which all individuals receive professional service and assistance in fulfilling their educational, research, literacy and entertainment needs.”

- Berwyn (IL) Public Library



# *Keys to Marketing “Yesterday”*

- Humanize your ads and posts.
- Talk about the experts.
- Get past job titles.
- Use the right pronouns.
- Do your surveys outside of the library.
- Talk with people about their values. And about yours.





everylibrary

# Thank You!

John Chrastka, Executive Director

EveryLibrary

[john.chrastka@everylibrary.org](mailto:john.chrastka@everylibrary.org)





# Questions

The background of the slide is a blurred photograph of a library. On the right side, there are several tall wooden bookshelves filled with books. The spines of the books are visible, with some titles like 'ANNALS OF THE REALM' and 'THE HISTORY OF THE WORLD' partially legible. In the center and left, the library's reading area is visible, featuring rows of light-colored wooden tables and chairs. The overall lighting is warm and the image is intentionally out of focus to create a sense of depth and atmosphere.



Thank you  
Learn more at  
[ebscohost.com/novelist](https://www.ebscohost.com/novelist)