
Marketing Minute

Welcome to **The Marketing Minute** presented by the OLC's [Marketing and Public Relations Division](#). We hope this regular email will make your life easier and your marketing spectacular.

One Minute Marketing Tip: Coronavirus Edition

We're currently living through an unprecedented time in our nation's (and our libraries') history. How do you market your library when it's closed to the public indefinitely? Sure, we're all promoting our digital resources via our social media accounts, but what else can we do? Don't forget that as information providers we can and should share the most legitimate COVID-19 information sources with our patrons – so plan a few posts directing them to [CDC.gov](#) or the [Ohio Department of Health](#). Also, don't forget to share resources to educate and entertain being offered by a variety of sources outside the library, such as picture book author/illustrator [Mo Willems'](#) Doodles. For more offerings to share, check out the [digital resources list](#) OLC has compiled.

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Marketing Toolkit

It doesn't matter how large or small the library is — you need to call attention to your library, your services, and your worth to your community!

The OLC's Marketing and Public Relations Division has created a [Marketing Toolkit](#) to help you get started with some basic elements to build your library's brand and image and promote your library's programs and services.

This month, check out our [Basic Library Roadshow Kit](#) for tips on what to take with you when you're representing the library in your community (once we're able to stop social distancing, that is!). Don't see something that you love to use? [Email us your tips](#).

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Openings on the Marketing and PR Division Action Council

We want to make sure we represent all of Ohio's public libraries. Whether you work in a big city or rural town, love Harry Potter or are more of a Friends person, are a "department" of one or have a team of ten, we want you!

The Marketing and Public Relations Division Action Council has an immediate need to fill two seats. Email Nicole Fowles at nfowles@delawarelibrary.org if you are interested in serving on the Action Council.

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OLC JOBLine

Looking for a marketing job in Ohio libraries? Check out the [OLC JOBLine](#). There are currently no openings in marketing, but you never know when one might appear so be sure to check back occasionally!

This is also a great time to sharpen your skills or learn something new. The OLC has put together a list of [free online training](#) for public library staff, including many LinkedIn Learning (Lynda.com) course selections.

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Get to Know Your Action Council Members

The Marketing and Public Relations Division provides a forum for sharing and developing new ideas to engage the public, promote library services, and educate communities. Our Action Council includes a coordinator, asst. coordinator, past coordinator, secretary, and four action council members.



This month, get to know Elaine Willis, Past Coordinator of the MPRD Action Council. Elaine is the Public Relations Associate for Westlake Porter Public Library, where she has worked for 22 years! Elaine has communicated about events such as a building project, the library's 125th Anniversary, six levies, the annual Westlake Music Festival, and a variety of new services, collections and programs. She also transformed the library's newsletter from a one-color, on colored paper product to today's full-color, glossy 16-pager. Plus, she is responsible for the library's digital signage and assists with

social media.

Feel free to reach out to [Elaine](#) or any other members of the [Action Council](#). We're happy to help!

