
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.

Marketing Toolkit

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

The 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, try subscribing to a marketing newsletter such as [The Daily Carnage](#) or visiting a marketing blog like [Super Library Marketing](#) by Angela Hursh. Don't see your favorite newsletter or blog? [Email us your tips](#).

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One-Minute Marketing Tip

Writing a news release can be intimidating. Visit the [Marketing Toolkit](#) to find a [template](#) that will help you create a professional and informative news release!

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Call for Programs

OLC will be hosting a new conference this summer that explores many different types of literacies that public libraries support, including traditional literacy, financial literacy, health and wellness and more! The [Multiple Literacies Conference](#) will take place on Friday, July 10 at the Great Wolf Lodge in Mason, Ohio.

Proposals are currently being accepted now through March 18. Does your library have a unique or effective way to inform the public about services that you offer for multiple literacies? If so, let us know! The Marketing and PR Division Action Council will consider all programs submitted in advance for sponsorship. Just [send our division an email](#) with your proposed topic and synopsis.

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2020 Census

Is your library prepared for the upcoming Census count? To prepare for the questions that patrons will have, the OLC has compiled everything you need to know at olc.org/census, including links to the [Ohio Complete Count Commission Toolkit](#), [Census Resources for Libraries](#) from the State Library of Ohio, and the U.S. Census Bureau's official website for [Fighting 2020 Census Rumors](#).

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OLC JOBLine

Looking for a marketing job in Ohio libraries? Check out the [OLC JOBLine](#). The Troy-Miami County Public Library has a job opening for the newly created position of community outreach senior manager. Visit tmcpl.org for details.

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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, vice coordinator, past coordinator, secretary, and four action council seats.



This month, get to know Kayleigh Tschanen, the Marketing and Public Relations Division secretary. Kayleigh has been the Community Relations Manager at the Tiffin-Seneca Public Library for the past three years.

Kayleigh started a successful email marketing campaign that has seen an open rate of 55% over the past year, and recently led the library through a rebranding.

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

