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## 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.

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### One Minute Marketing Tip

Never find the time to plan consistent messaging on your social media platforms? Get busy and forget to post?

Set one morning or afternoon aside every month to look at the month ahead, assess your services and events, what holidays are coming up, etc. and make a schedule of posts.

Schedule them on Facebook and Twitter for the same time. Look for great copyright free photos on [Pixabay.com](#) or other photo sharing sites and always link back to your website when possible. It will seem a lot less daunting if you do it all at once, plan it out, touch on your goals for the month, and then just fill in the schedule with timely posts the rest of the month.

Stick to a schedule. Get it done ahead of time. Then, you don't have to worry about it and your library is getting consistent messaging on your social media platforms. One last note: don't forget to follow your posts and alerts to answer questions! Choose 2-3 days a week you consistently post on so you are in the habit of checking posts on those days.

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### Marketing Toolkit

The OLC's Marketing and Public Relations Division created a [marketing toolkit](#) to help you with the basic elements to build your library's brand and promote your library's programs and services.

Do you ever feel like you're constantly pushing out information and hoping it sticks in your patron's minds? Many have found that even staff can't keep all of the great services straight. So, why not start focusing on one or two services a month. That's it. This way staff and the public really learn about the services

because it's all they see all month long. Certain services may be run more than once a year, others maybe only once, but the repetition helps make it stick for the long term. This doesn't mean you won't have flyers out about everything going on, just that you can strategically focus your efforts (in advertising and social media) on 1-2 services each month.

Don't see something that you love to use? [Email us your tips.](#)

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## 2021 Convention and Expo: Call for Programs

Do you have a great program idea that involves public relations or marketing? Programs are currently being accepted for the OLC's Convention and Expo scheduled for October 13-15, 2021 in Columbus. The Marketing & 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.

[LEARN MORE](#)

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## Ohio Libraries Support Students, Parents, Entire Communities During Pandemic

We love Ohio libraries. Read how Ohio's public libraries have expanded services and helped families in the middle of the pandemic.

[READ MORE](#)

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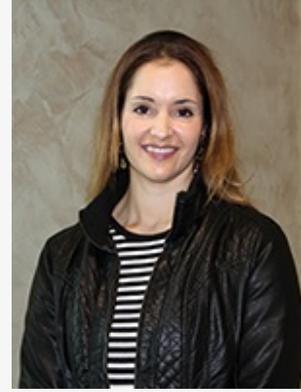
## Outdoor Advertising - Could It Work for Your Library?

Would you like to see your library or a special service on a billboard? Think it's too expensive? Let's do the math. In the suburban/rural county of Medina a quarter page ad in the weekly county-wide newspaper can run upwards of \$600-\$800. A month of a billboard is roughly the same. One day of an advertisement in a Sunday paper vs. 30 days on a major roadway - the math says BILLBOARD! Several library marketers work with Lamar, a national company that is available throughout Ohio. Some libraries only use billboards for major announcements (going Fine Free, reopenings, etc.). Others use them for long-term campaigns. But both get a lot of feedback whenever one goes up. People just don't expect to see your Children's Librarian and her daughter on a billboard! In a small town it's even more exciting because half the county knows these local library celebrities! Go to [Lamar.com](#) and click "Browse Inventory." It will tell you where billboards are available in your area, a picture of what they look like, and list the sales rep's name and contact information.

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## Get to Know Your Action Council Members

This month, get to know Tina Sabol. Tina Sabol is the Community Engagement Manager at the Medina County District Library (MCDL). She is a frequent speaker at OLC events and was honored as Library Journal's 2017 Marketer of the Year for her work on the library's levy campaign. MCDL's marketing push featured the traditional components of a library campaign - print advertising and postcards, yard signs, t-shirts, newsletters and car signs. But it was Tina's marketing strategy – a robust social media effort, YouTube videos featuring library users, strong outreach led by a speakers' bureau and an all-volunteer Citizens for the Library political action committee – that ultimately won the day.



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

