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 and PR Division Discussion Group - February 17 @ 10 a.m.

The OLC will host an open discussion for library marketers to ask questions, exchange ideas and share best practices for handling library promotions in the current environment. This event will be held online Wed., Feb. 17 (from 10–11 a.m.) and is free for OLC members, but you must register to attend. After registering, you will receive a confirmation email containing information about joining the discussion group. Send your questions and agenda items in advance to nfowles@delawarelibrary.org.

Celebrate Black Voices – Toni Morrison Day is Feb. 18

On December 21, 2020, Gov. DeWine signed House Bill (HB) 325 into law to create Toni Morrison Day in Ohio. The Bill, sponsored by State Representatives Stephanie Howse (D-Cleveland) and Joe Miller (D-Amherst), designates February 18th as "Toni Morrison Day" in honor of the Nobel Prize-winning novelist who was born and raised in Lorain, Ohio.

Throughout all of Toni Morrison's achievements and literary works, she always carried with her the memories of her hometown, Lorain.

Join us this Black History Month by celebrating one of America's renowned authors with your patrons by sharing this interactive story map link of Morrison's hometown, created by Lorain County Community College (LCCC) African-American literature professor Jewon Woo, Ph.D., and LCCC students.

View Map
One Minute Marketing Tip – How to Record a Video Like a Pro!

Need pointers to record video content for your patrons? Use this cheat sheet provided by the Euclid Public Library to ensure your pre-recorded videos come out Facebook-ready!

Marketing Toolkit

The OLC's Marketing and Public Relations Division created a marketing toolkit to help you with the basic elements of building your library's brand and promoting your library's programs and services. Don't see something you need? Please email us!

Have You Been Inspired by a Colleague, Lately?

The OLC is now accepting nominations for the 2021 Awards and Honors program, which recognizes and celebrates the innovative and dedicated people who make Ohio's public libraries successful and vibrant. Has a colleague inspired you lately? The OLC’s Awards and Honors program covers every type of position within the library community. If you have a great co-worker or team in mind, please nominate them for an award. Nominations are open through April 30, 2021.

Get to Know Your Action Council Members

This month get to know Ashley Gowens. Ashley has served as the Marketing & Communications Manager at the Euclid Public Library since 2016. She is responsible for developing and implementing effective and coordinated marketing and communications strategies and serving as the library's liaison to
community organizations. Ashley enjoys, traveling, playing golf (or searching for her lost golf balls) when Ohio weather permits, and advocating for social justice and racial equality.

Feel free to reach out to members of the Action Council. We’re happy to help!