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.

Extend Your Marketing Reach with Ambassadors

Calling all ambassadors! Your library staff, board members, and partners are some of your best ambassadors to extend the reach of your marketing efforts. Arm them with materials and ask them to help spread the word with their friends, family, colleagues, and partners.

Create the Materials
No design software? Not to worry. Use sites like canva.com to create fliers, postcards or graphics for a digital toolkit!

Put Them in a Tool Kit
A digital toolkit? Make it effortless for your ambassadors to share news about your library via e-newsletters, social media, or e-mail with ready-to-go images, key messages, suggested text and sample social media posts so ambassadors can just copy/paste and share (don’t forget to Ctrl + K to hyperlink a graphic).

Marketing Toolkit

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.

Don’t see something that you love to use? Email us your tips.

Call for Programs

Program proposals are now being accepted for the Service for All Conference
on June 9. This virtual conference will examine customer service models that focus on providing a friendly, accessible environment that encourages customer engagement. The Conference Planning Committee is seeking proposals that tie to the core competencies of public library service and empower library staff to be more aware and inclusive of all members of the community. The deadline for program proposals is March 17. Let the Marketing and Public Relations Division know if you’d like your marketing program to be sponsored!

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Legislative Day 2021

Due to the ongoing pandemic, the 2021 Legislative Day will be presented in a different format from previous years. OLC will transition to online programming and grassroots efforts by hosting a virtual Ohio Library Week — April 5-9, 2021 (which will coincide with National Library Week).

Although this year’s event will take a different form, your engagement is essential to making our voices heard. Advocacy resources and tools are available on the OLC website, including a new graphic explaining library costs for eBooks.

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Awards and Honors: Nominate a Colleague by April 30

Have you been inspired by a colleague, 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 tell us about them and help us recognize the best of Ohio’s public library community. The nomination deadline is April 30. Award criteria and nomination instructions are available on the OLC website.

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Get to Know Your Action Council Members

This month get to know Tana Kung Peckham. Tana joined the Cleveland Public Library as Chief Marketing & Communications Officer in November 2018. She is responsible for the strategy behind...
the Cleveland Public Library (CPL) brand image, experience, and promise driven by the organization’s mission, vision, and values.

Cleveland Public Library was named a 2020 John Cotton Dana Award winner for its 150th anniversary campaign, “CPL 150: Celebrating our Past. Setting a Course for the Future.” When she’s not touting all the wonderful materials, services and programs of CPL, she enjoys skiing, calligraphy, spending time with her husband and chasing after their two daughters and Norman, the family dog.

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