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Marketing Minute

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

Quick Marketing Tips

Those of us in library marketing/PR are usually so busy that we don't have time to reevaluate what we're doing and how – we just keep on keeping on because that's all we have time for. But looking at things with a fresh eye can help you identify where you've gotten into a rut, things you can try or stop doing, and things that need to be freshened up.

In the last five years Westlake Porter Public Library has welcomed two new Marketing Managers, giving us an opportunity to do just that.

Here are a few things we learned along the way that may help other library marketers...

[READ MORE](#)

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 some of our **favorite free marketing resources**.

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

[LEARN MORE](#)

Don't Miss These Sessions at 2022 Convention and Expo

Registration for the **2022 OLC Convention and Expo** is open and we are looking forward to seeing you this fall. The Convention and Expo will be held Sept. 28-30 at the Glass City Center in downtown Toledo. Don't miss these sessions for library marketers:

Rebranding and Why It Matters: Our Brand Evolution

Wednesday, Sept. 28, 2022
1:45-2:45 p.m.

Social Media Storytelling

Thursday, Sept. 29, 2022
8:45-9:45 a.m.

Friends of the Library Panel Discussion: Great Ideas for Marketing, Fundraising and Reinventing your Friends Group

Thursday, Sept. 29, 2022
1-2 p.m.

LEARN MORE

Upcoming Library Celebrations

National Weeks and Months celebrating an effort or cause can be a great marketing tie-in for your library. Here are a few that are coming up:

National Library Card Sign Up Month!

If you don't already market your library cards, September is the time! This year's theme is *Find Your Voice @ the Library*, and the American Library Association (ALA) is offering a variety of promotional materials on its website: ala.org/conferenceevents/celebrationweeks/card.

National Adult Education and Family Literacy Week (September 18-24) raises awareness about the need for and value of adult education and family literacy. Its goal is to leverage resources that support access to basic education programs for the 36 million U.S. adults with low literacy skills. Use the promotional toolkit found at the [National Coalition for Literacy website](https://www.nationalcoalitionforliteracy.org/).

Banned Books Week is September 18-24. Given the increase in challenges both libraries and schools are seeing, there has never been more of a need to advocate for the freedom to read. This year's theme is *Books Unite Us*. Find information and promotional tools at [bannedbooksweek.org](https://www.bannedbooksweek.org).

Voter Registration

National Voter Registration Day is September 20. The 2022 Midterm Election is less than two months away and due to recent events voter interest may be strong. The OLC will host a webinar later this month with the Ohio Secretary of State's Office which will cover voter registration responsibilities of public libraries. Watch the [OLC website](#) for date and time. If you are unable to attend the live session, the webinar will be recorded and posted on the OLC website.

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 Elaine Willis, Past Coordinator. Elaine is the Public Relations Associate at Westlake Porter Public Library (WPPL), where she has worked since 1997. She has seen the library through several successful levy campaigns, a building project (and subsequent renovations) and the library's 125th Anniversary. Elaine has also represented WPPL at countless community events. An avid reader and lifelong library user and supporter, Elaine found her niche when she moved from the non-profit world to the library world!

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

