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.

Did You Miss These Sessions at the Convention & Expo?
The OLC’s 2022 Convention and Expo last month featured outstanding Marketing and Public Relations sessions. If you missed the live presentations, the speakers have made their slide decks and other resources available to all division members. Please see session information below.

Rebranding and Why It Matters: Our Brand Evolution
(presented 9/28/2022)
Gregg Dodd and Debra Pack from Columbus Metropolitan Library (CML) discussed how CML identified its rebranding goals with precision, and how that resulted in a refreshed brand that’s building greater brand equity throughout every customer touchpoint.

Resources:
- Branding and Why it Matters: Our Brand Evolution
- Columbus Metropolitan Brand Style Guide

Social Media Storytelling
(presented 9/29/2022)
Connor Dunwoodie of Columbus Metropolitan Library presented on his whirlwind first year in charge of the library’s social media. He included great tips on free advertising, navigating the Facebook algorithms to ensure your content gets seen, and creating a voice for your library. He even shared his library’s creative TikTok videos.

Resources:
- Social Media Storytelling PowerPoint Slide Deck

Friends of the Library Panel Discussion: Great Ideas for Marketing, Fundraising and Reinventing your Friends Group
(presented 9/29/2022)
Amanda Arrington from Dayton Metro and Monica Heath from Medina County District Library (MCDL) led a panel discussion and Q&A to help libraries
manage difficult situations, work to consolidate multi-library groups, establish online and social media presence and organize amazing fundraisers.

Attendees vented their concerns after the session and continued into the Expo Hall to help each other find solutions.

Resources:

- OLC MCDL Friends Fundraising
- OLC MCDL Friends Social Media
- Thrift Books Dayton Metro Library

UPCOMING EVENTS

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 our sample Communications Guide for Library Staff.

About the Communications Guide
by Tina Sabol, Coordinator, Marketing and PR Division Action Council

When I moved back into the role of Community Engagement Manager at the Medina County District Library (MCDL), I realized staff wanted clear direction on how to fulfill their role in the marketing process.

After assessing the needs of the library and working with a team to create clear roles, the Communications department put together a four-page “COM Guide” that laid it all out there.

The first section of the COM Guide was called “What has COM done for me lately?” (yes, its was inspired by a Janet Jackson song). We realized that staff had no idea what the COM department was already doing for them without them even asking.

We established varying tiers of promotion and named them “Signature”, “Highlighted”, “Special” and with a chart that showed the level of promotion each event would get automatically. We let staff and their supervisors choose which events got this special attention, which they note upon submitting event files to us. We currently have 19 categories of promotional outlets we utilize, and we stick to the chart so staff trust they are getting what we promise.

We established Monthly Service Promos. This is an entire month focused on one or two services. We use this time to really drill the information into the minds of staff and patrons. Our services are always available on our website and in brochure racks in our libraries, but the big push for each only happens once a year, maybe twice if you are eMedia or Outreach Services!
During this time, we put extra flyers and brochures in the buildings, display posters, feature it graphically on our website, include it in display banners in the lobby and more. If you’ve ever become tired of staff saying “I didn’t know we offered that!” — this is one way to make it your staff’s job to know what the service promotion is, learn it, and share it with patrons. We market information to our staff the same way we would the public, with visual consistency and repetition.

We included tips for great pictures, which we encourage staff to send us for media and social media use. We list all the print media locations we advertise in and send print-ready stories and photos to. We list the community events the COM department regularly attends. We created “Giveaway Kits” and an online form for staff to request promo materials, library swag, and even gift baskets to take to their next community event.

Finally, it’s the bane of library PR professionals. Staff creating their own promotions and taping them all over the walls. Well — we account for that with editable templates and encourage staff to always use a display acrylic holder for a more professional look. We have a section on our shared drive dedicated to Ready to Print (entry forms, seasonal coloring sheets, button templates) and Editable Templates (signs, flyers, book lists). This allows staff to make pieces that are branded with the MCDL look and print on demand at any of our six locations.

View our [COM Guide](#) or create your own!

**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 Tina Sabol, Current Coordinator. Tina is the Community Engagement Manager at Medina County District Library (MCDL), where she has worked since 2003. She helped lead the library through two successful levy campaigns, a county-wide building project and creation of a Family History and Learning Center in the Medina Library. She worked for MCDL in a part-time capacity for five years grant writing, securing donations and serving as the liaison to the Friends. Tina is currently working on a new Strategic Plan and experimenting with many new media promotion capacities.
She'll report back to share what did and didn’t work!

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