

Annual Report | Goals & Objectives

Division or Committee Name:

Marketing

Submitted by:

Tana Peckham

Your email:

Did you sponsor or present an OLC webinar?

Yes

Did you sponsor program(s) at OLC events? (Conferences, Convention and Expo, etc.)

Yes

List Professional Development program(s), date(s), and provide brief overview of program(s):

OLC Conference Programs from Marketing Committee Members:

1) Canva — Marketing Made Easy

2) The Library as The Candidate: Campaign Messaging

Marketing related program sponsored by the committee: Craftivism

Did you host an OLC Connects table at the Convention and Expo?

Yes

Did you distribute any print or electronic communications (newsletters, articles, publications)?

Yes

Briefly describe communications:

Five Ways to Handle Negative Comments on Social Media - Handout

Top Tips for Social Media - Handout

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Did you create any new partnerships or initiatives?

No

Please list Goals and Objectives for next year:

Goals for 2024:

Continue Marketing Minute – set quarterly dates and assign creators at the Jan. 24, 2024 meeting.

Submit Crisis Communications/PR session for the Library Management & Leadership Conference (conference is scheduled for October 2024)

Present a Canva webinar in 2024.

Present a Social Media webinar in 2024.

Present a Simplify Language webinar or conference session in 2024.