



# How Will They Know?

## Make Sure Your Library's Efforts to Bridge the Divide Get Noticed!

# Angela Hursh

Manager, Engagement and Marketing, **NoveList**

Author of **SuperLibraryMarketing.com**

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ahursh@ebSCO.com

@Webmastergirl

**#MLA2022AnnualConference**



# Handout in session materials

## How Will They Know?

Make Sure Your Library's Efforts to Bridge the Divide Get Noticed!



### Takeaways

- Set specific, measurable, attainable, timely, and relevant (SMART) goals for your library promotions. **Write them down.**
- Identify the psychographic makeup of your target audience to uncover their motivations, wants, and needs.
  - Use that information to create messages that deeply engage.
- Use your in-house digital signage to strategically market your library.
  - Encourage patrons to interact with your staff.
- Use your website homepage to promote your library.
  - Make your social media icons and email signup easy to find.
- Start a blog.
  - Tell your library story.
  - Encourage partners to write and share posts.
- Focus on prompting social media followers to engage with your posts.
  - Keep posts focused on a target audience.
  - It's okay to post on only one platform.
- Email is your secret weapon and the most effective marketing tool.
  - Build your subscriber list.
  - Focus on a target audience.
  - Keep text short.
  - Include active calls to action.
  - Promote your best content.
- Don't forget your non-digital community members.
  - Use print to bridge the gap.
  - Leverage your partnerships.
  - Try door-to-door marketing.



Invest in Professional Growth from [learnwithnovelist.com](https://www.learnwithnovelist.com).

- Your staff is your organization's most valuable resource. Ongoing professional development keeps skills sharp and relevant.
- We have group and individual training options for flexible learning.
- Lessons include resources and activities taught by experts with real-world experience.
- **Special offer:** Get 20% off the course "[Conquering Social Media: A Strategy for Libraries](#)" using the code **MLASOCIAL** at checkout. Offer expires Dec. 31, 2022.

Have questions? Email Angela Hursh at [ahursh@ebSCO.com](mailto:ahursh@ebSCO.com).



# Rebecca Kilde

IFLS Library System

"Our libraries were open during almost all the last two and a half years and were important resources for some people in our communities. We didn't want anyone to miss out on getting support from the library. We wanted our funding bodies to get that message as well."

***Rebecca Kilde, IFLS***





# Simple but focused goals

- Get people to visit library
- Re-engage with services









## Simple but impactful



My girls and I visited 4 of the libraries in Barron County today. We took 7 hours, drove 100 miles, made a few crafts, played with so many fun toys, checked out 12 books and 6 DVDs, and had the absolute best time! So many cool things happening at these libraries that we never would have known about.



① Define your goals.



① Define your goals.

② Identify your audience.



- ① Define your goals.
- ② Identify your audience.
- ③ Optimize what you already have.



- ① Define your goals.
- ② Identify your audience.
- ③ Optimize what you already have.
- ④ Reach non-digital community members.



# Set measurable goals.

Where do you want to be?

**Most important: Write it down.**



# Examples of SMART goals



1

We will use our partnerships and outreach opportunities to increase our new cardholder base by 5 percent during FY23.

2

We will increase requests to our personalized readers' advisory service by 25 percent between January and June. We will do this by promoting this service once each month in our e-newsletters, on social media, on our website, and in person.



We must **target**  
a specific  
audience.



# How do we define a **target audience**?

Demographic considerations





Psychographics divide your audience according to their beliefs, values, and reasons for being.

# Five examples of psychographics



Personality



Lifestyle



Interests



Opinions, attitudes  
and beliefs



Values





norwegiancruiseline • Following ...



norwegiancruiseline Zoom  
backgrounds got nothing on  
Portofino, Italy! #CruiseNorwegian  
📷: @saragarfinkel

3w



norwegiancruiseline  
#italy#europe#europecruise#cruise#travel#wanderlust#travelplanner#vacation#vacay#vacayvibes#cruisevacation#norwegiancruiseline#ncl#cruiser#views#beautifulviews#scenery#colorful#travels#vacationgoals#vacaygoals#travelplanning#explore#adventure



3w Reply



saragarfinkel Thank you for



Liked by itsxamie and others

FEBRUARY 26



Add a comment...

Post



lacountylibrary • Following



lacountylibrary We know it can take a long time to find that perfect book.



Just ask our friend the sloth! 🦥 At a maximum speed of 0.17 mph, we are guessing he has been slowly making his way around our libraries for days and days searching for a good book.



Save time by letting us do the work for you! Share your reading preferences with us, and get a list of title recommendations from your local librarian.

Click the link in our bio to get started.

Happy reading!



Liked by claudiasarttherapy and others

JANUARY 4



Add a comment...

Post



It's Electric!



starklibrary • Following



Hey, hybrid and EV drivers! Are you ready to get charged up? We just installed a ChargePoint electric vehicle charging station at Main Library in downtown Canton—add charging your car to the list of things you can do with your library card. Yes, really! Now patrons and visitors with electronic vehicles can charge their vehicles for FREE when they download the ChargePoint app.

Our very own Derek Gordon, Director of Special Projects for the Library (and hybrid driver), led the charge in collaborating with AEP Ohio, to acquire a grant allowing the Library to install the fast-charging station at no cost. How cool is that?



Liked by shadowsofthesun and others

1 DAY AGO



Add a comment...

Post



# Surveys can help you identify psychographics.

## Try asking...

- The last time you checked out a book, what was the reason?
- How do you feel about library's work with small businesses?



# Other sources of **psychographic** information



Social  
media

Google  
analytics

Circulation  
stats

Reference  
questions

**Optimize** your  
platforms.



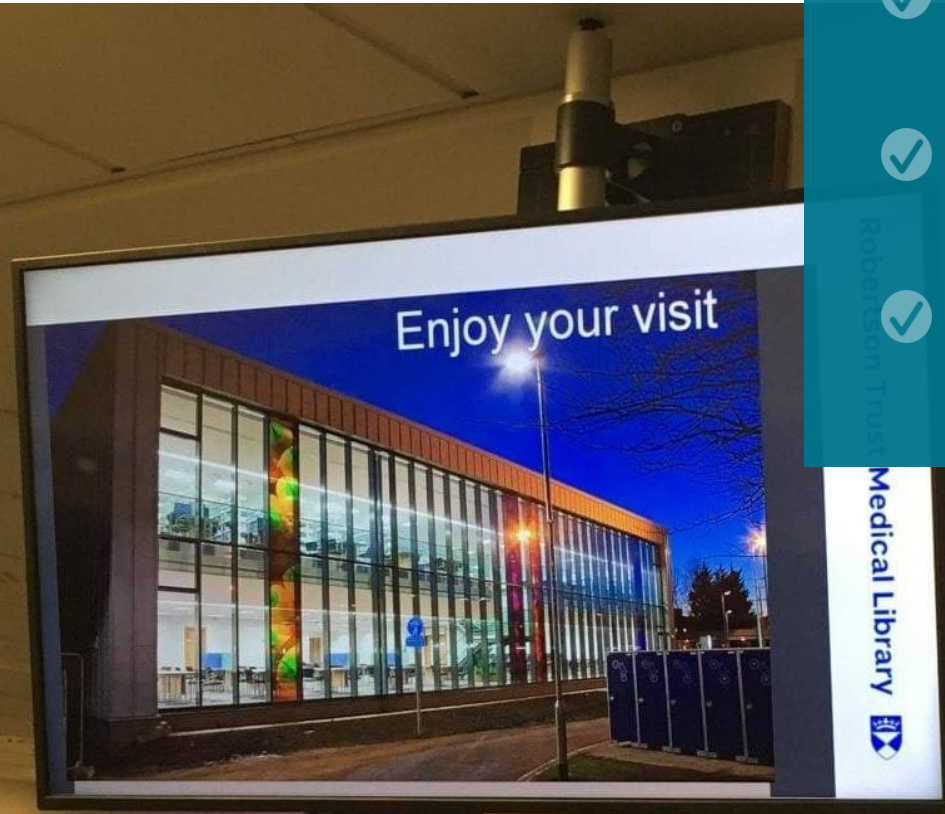


# Owned properties.

- ✓ What platforms do you have?
- ✓ Where is your audience right now?
- ✓ What are the best practices?

# Digital Signs

- ✓ Mix of current and evergreen.
- ✓ Watch how people interact.
- ✓ Minimal, large text.
- ✓ No videos with sounds.
- ✓ Simple call to action



# Examples



A sign with a teal background and a white Wi-Fi symbol at the top. The word "FREE" is in orange, and "WIFI" is in large white letters. Below it, the text "Network: Radium Centre Guest Wifi" is in white, and "NO PASSWORD REQUIRED" is in white on an orange rectangular background.

**FREE**  
**WIFI**

Network: Radium Centre Guest Wifi

**NO PASSWORD REQUIRED**



A promotional graphic for digital magazines. It features a tablet displaying the text "Did you know?" in a light blue script font and a cover of "People Friends at 25" magazine. To the right, text says "You can borrow digital magazines with your library card." and "MYLIBRARY.ORG/EBRANCH" is in a yellow box. At the bottom right, it says "Made with In LibraryAware • libraryaware.com".

Did you know?

People Friends at 25

You can borrow digital magazines with your library card.

[MYLIBRARY.ORG/EBRANCH](http://MYLIBRARY.ORG/EBRANCH)

Made with In LibraryAware • libraryaware.com

# Website

- ✓ Use your homepage.
- ✓ Minimal text, beautiful graphics.
- ✓ Social media easy to find.
- ✓ Newsletter sign-ups easy to find.





# BOOK BUNDLES

Find your new favorite book!





NATIONAL  
HISPANIC  
HERITAGE MONTH

SPONSORED BY  
NORSAN  
MEDIA

## CELEBRATE

### Hispanic Heritage Month

Join CCPL September and October as we celebrate National Hispanic Heritage Month. Check out book recommendations, join us for programs and visit branch displays at a library near you!

NATIONAL  
HISPANIC  
HERITAGE MONTH

"FRIDA KAHLO", SILKSCREEN BY  
RUPERT GARCIA, 1975,  
USED WITH PERMISSION.  
(LIBRARY OF CONGRESS)



## GET A LIBRARY CARD



## TELEHEALTH SERVICES



## FOOD RESOURCES



## GET OUT & EXPLORE



## DONATE TO PROJECT: MAIN



# Blogging for the win.

- ✓ You control the narrative.
- ✓ Talk to your audience for free.
- ✓ Networking is easy.

# Solve the Pesky Homework Equation by Adding In a Library Helper

by [Joe Armstrong](#) | October 21, 2021



*Written by Joe Armstrong, Content Specialist, Marketing, Downtown Main Library*

The holidays are right around the corner. For many students – and their parents – all that’s standing in the way of family get-togethers and fall festivals are end-of-quarter assignments and exams. Luckily [Homework Helpers](#) are ready to assist students in kindergarten through eighth grade make it through with flying colors.

## Going Beyond the Basics

The Cincinnati & Hamilton County Public Library provides free Homework Helpers at select library locations to aid students with a variety of subjects. From math problems, book reports, presentations, and more, these solving superheroes can guide students through even the most difficult problems.

"Doing homework with Ms. Aly is better than doing it on my own because she can help me step by step until I get it right. I also love reading books with Ms. Aly," said a student at the West End Branch.

Visit the [Homework Help page](#) for more details on its current availability at the Bond Hill, Covedale, Harrison, Madisonville, North Central, Reading, West End, and Westwood branches.

# Jacksonville Public Library Blog

## Food for the Creative Soul



Has the “Muse” been a little fickle (or absent) lately? Are you looking for inspiration or some fresh ideas to get your creative juices flowing again? Sometimes you get in a rut, encounter a block, or just stop enjoying what you do. Or maybe you’re already making art consistently but you realize that you have settled into a comfort zone that you’d very much like to step out of... If inspiration is lacking or you just want to try a new thing, you’ll find plenty of ideas and food for the creative soul in our stacks.

## Lit Chat with Deesha Philyaw



Deesha Philyaw, a graduate of Stanton College Prep and Yale University, is now a multiple award-winning author for her work, *The Secret Lives of Church Ladies*. Join us for an in-person and live-streamed conversation with Deesha about her book and her writing process at the Mandarin Branch Library!





**Tom Green County Library System** · March 17 · 🌐

Dadgum! We say all the time that your library card is the smartest card in your wallet, BUT! The card is only as smart as the user.

Until we can get the appropriate MOU in place, your library card will NOT work at HEB. The people around you, however, will have a good chuckle at your expense.

#thursday #whatsinyourwallet #sanangelo @awblibrary @heb

H-E-B

👍👏 61 3 Comments 2 Shares

👍 Like 💬 Comment ➦ Share 🌐

Most relevant ▾

**Lois Droege**  
I have done that too. Finally, I put the library card in an inside pocket of my wallet. Some day, HEB will let us check out groceries and return them in three weeks for some new ones!  
Like Reply 13w 🤔 2

**Connie Bryan Bozarth**  
Been there, done that! 🤔🤔🤔  
Like Reply 13w

**Jian Rangel**  
I do that all the time.  
Like Reply 13w 🤔

Write a comment... 🗨️ 😊 📷 GIF 🔄



"Ok, this actually happened to me this morning. I tried to buy grapes for the monthly potluck with my library card. The post, as with most we do that humanize our staff, has gone over well with our patrons."

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**Amy Dennis**, Programming and Public Relations Librarian at the Tom Green County Library System

The **lifespan** of a social media post.

TikTok: Minutes

Twitter: 15 minutes

Instagram Feed: 48 hours

Instagram Reels: 14+ days



The **lifespan** of a social media post.

Facebook: 5 hours

LinkedIn: 24 hours

YouTube: 30 days

Pinterest: 6 months to 1 year

### Traffic Sources Overview



- Direct Traffic  
3,097.00 (40.49%)
- Search Engines  
2,910.00 (38.04%)
- Referring Sites  
1,642.00 (21.47%)

### Map Overlay



### Visitors Overview



Visitors  
2,958

### Content Overview

#### Pages

Page	Views	Visits
/	1,234	1,123
Information/About Us	567	567
Services	890	890
Information/Contact Us	123	123
Information/Privacy Policy	456	456



# Ranking Signals

# YouTube algorithm

- ✓ Stay on platform
- ✓ Watch time
- ✓ Likes and comments



PGCMLS  
3.06K subscribers

SUBSCRIBED



HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



CHANNELYTICS



Curbside Service @ PGCMLS

279 views • 1 month ago

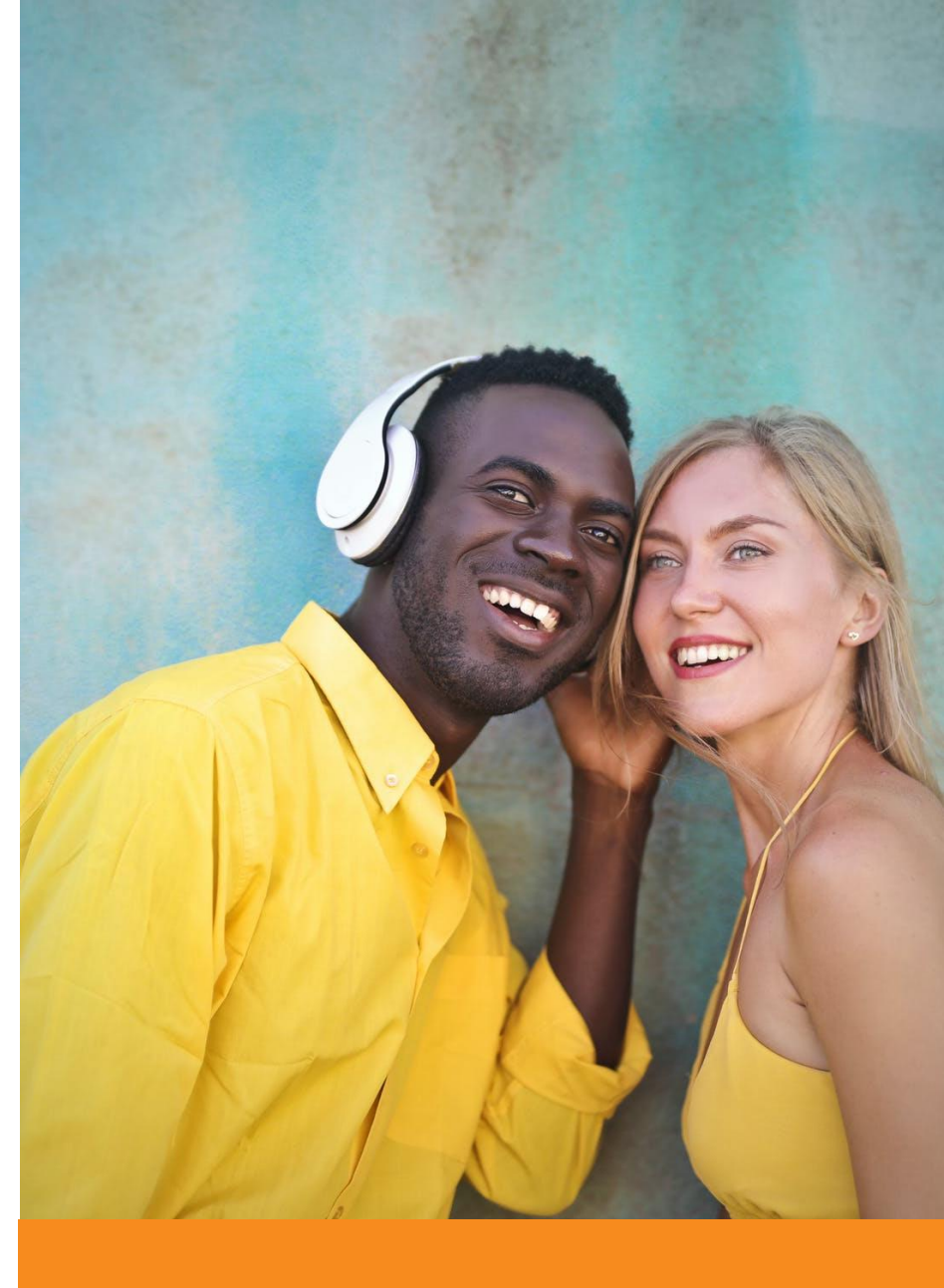
Prince George's County Memorial Library System is open for curbside service.

For more information, please visit <https://www.pgcls.info/curbside>

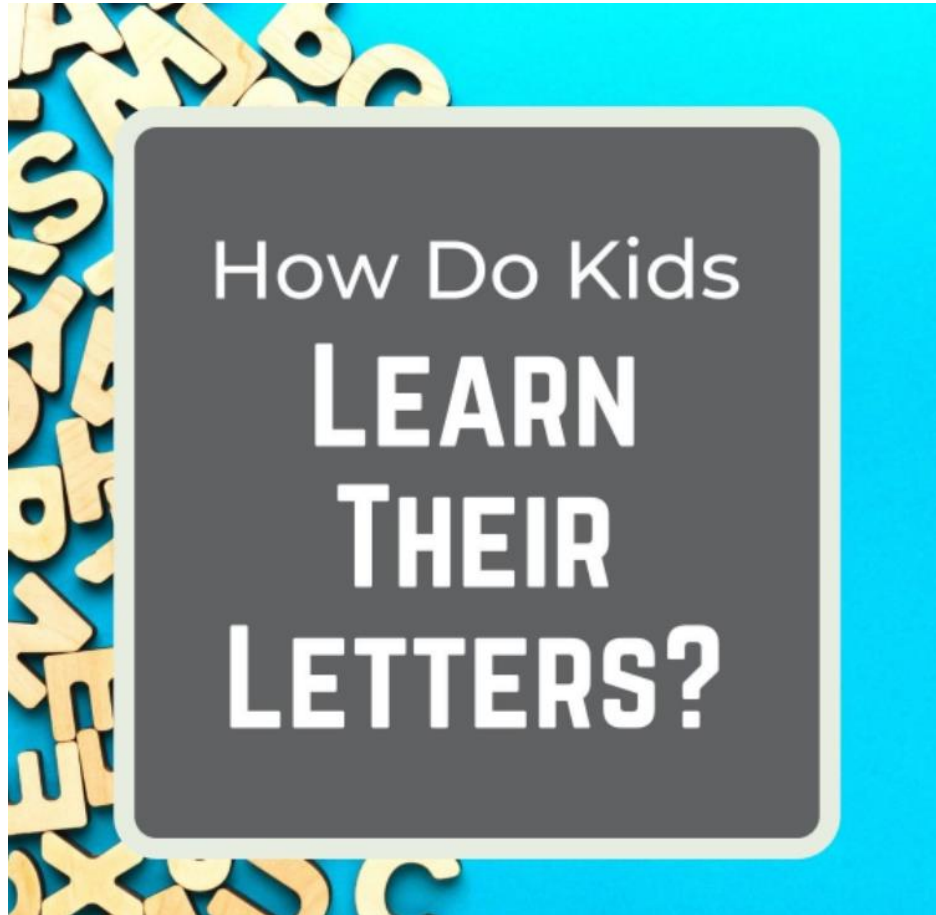
Upcoming live streams

# Where should we post?

- ✓ Where is your target audience?
- ✓ How much time and staff do you have to work on social media?
- ✓ What is your library's overall strategy?
- ✓ It's okay to post on one platform!



# Brighton Public Library reach **increased 37%**.



brighton\_public\_library • Follow



brighton\_public\_library Learning all the letters of the alphabet is no easy task. This month we are sharing ways you can help kids build this area of early literacy in fun ways!

It's helpful to know that kids learn their letters in three different ways:

1. The name of the letter (think S = "ES")
2. The shape of the letter (think S = curved like a snake)
3. The sounds of the letter (think S = "ssss")

That's a lot to learn! But breaking it down into these discrete areas can make things seem less daunting. Just play with one idea at a time, and enjoy!



7 likes

FEBRUARY 1



Add a comment...

Post



Google



Mail



Phone



W

# Email is your **secret weapon!**



You are **6 times** more likely to get a click from an email.



Email conversion rates are **three times higher** than conversions through social media.

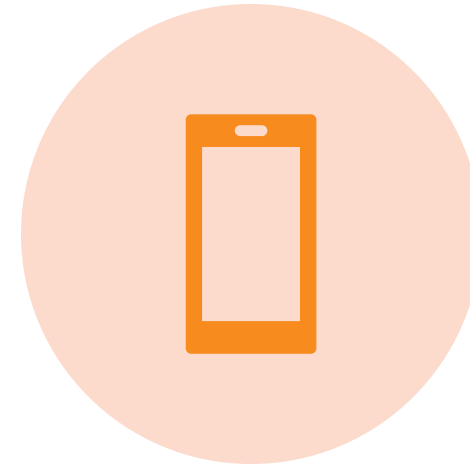




# Internet access is **improving** for rural America.



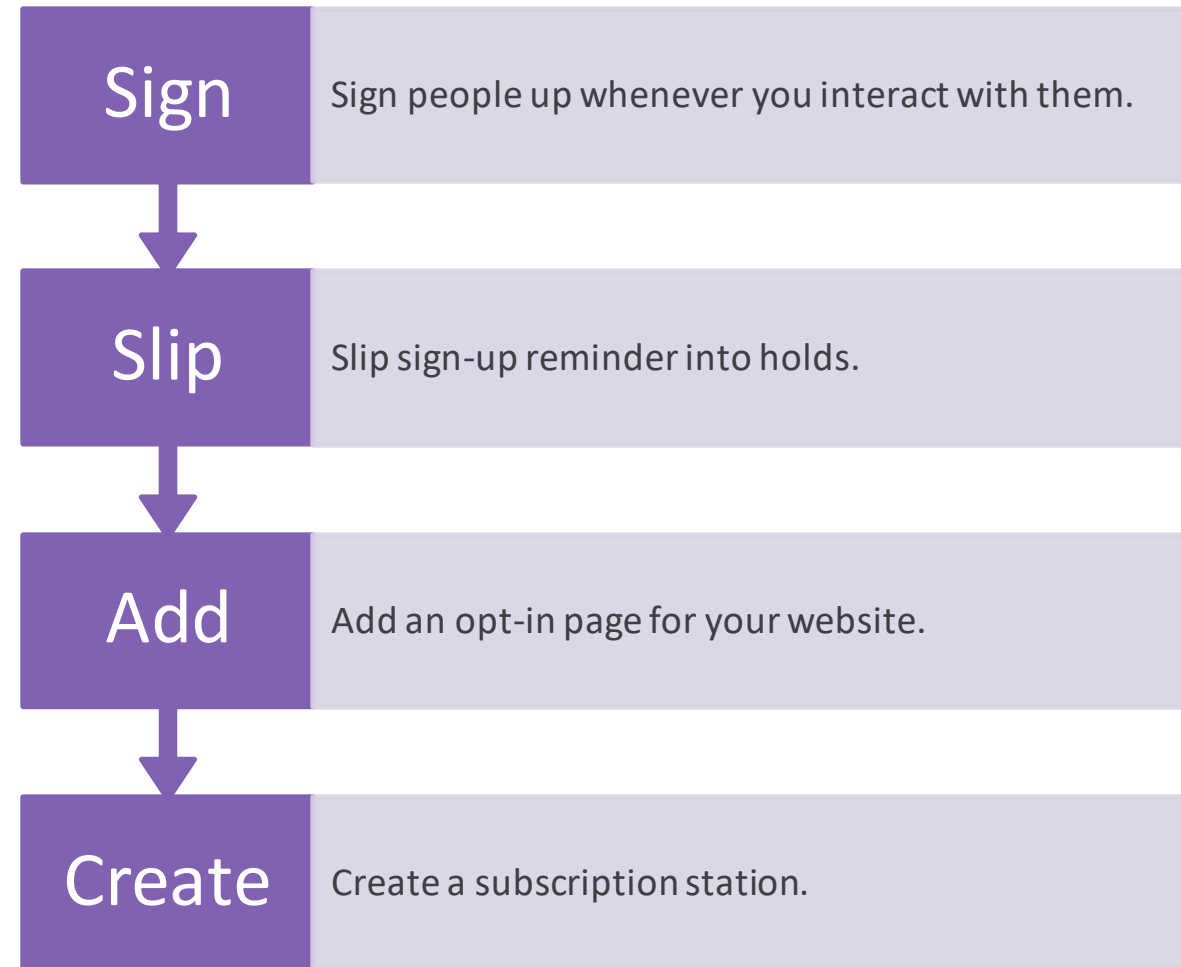
72% have high-speed internet at home.



80% have a smartphone.

Pew Research Center, August 2021

# Build your subscriber list



# Lake Oswego Public Library

62% open rate, 5% click rate  
2,000 signups!

NextReads  
Find your next read



### Looking for a new favorite book?

Lake Oswego Public Library is so excited to offer our community access to *NextReads* newsletters.

***NextReads* delivers curated reading recommendations directly to your inbox.** Choose from 24 newsletters that highlight recent releases and buzz-worthy books across a variety of genres and age ranges. Picture books, historical fiction, bestsellers, audiobooks, and everything in between.



### Pressed for time?

We know you're busy, which is why we've worked hard to make *NextReads* newsletters eye-catching and concise. Plus, each newsletter includes links to our catalog so you can place holds or learn more about the featured books. Find your next read with a click!

### Ready to get started?

[Subscribe here!](#)



Lake Oswego Public Library  
706 Fourth Street  
Lake Oswego, OR 97034  
(503) 636-7628  
[www.lopl.org](http://www.lopl.org)

# Email best practices



- ✓ Decide on your goals.
- ✓ Segment by location or interest.
- ✓ Keep it short.
- ✓ Always be seeking subscribers.

# Community Library Network

50% open rate

Do you have a library card?

SEPTEMBER IS

## Library Card Sign Up Month

Sign up today!

FIND A PROGRAM FOR YOU!

kids



### Adventure Explorers

1st Tuesdays at  
4:30pm

For fans of *You Choose Books*. Ages 8-10.

Sign Up Here

teens



### The Creative Pod

2nd Wednesdays at  
4:00pm

An arts and crafts group  
for tweens/teens.

Sign Up Here

adults



### Movies for Grownups

September 8th at  
6:30pm

Come see *The Biggest Little Farm* and snacks!

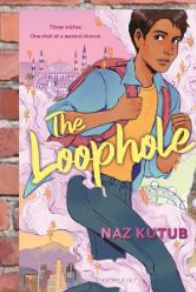
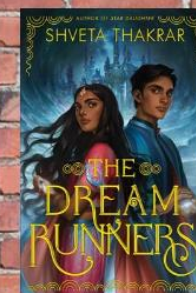
Sign Up Here

# Thayer Public Library

50% open rate

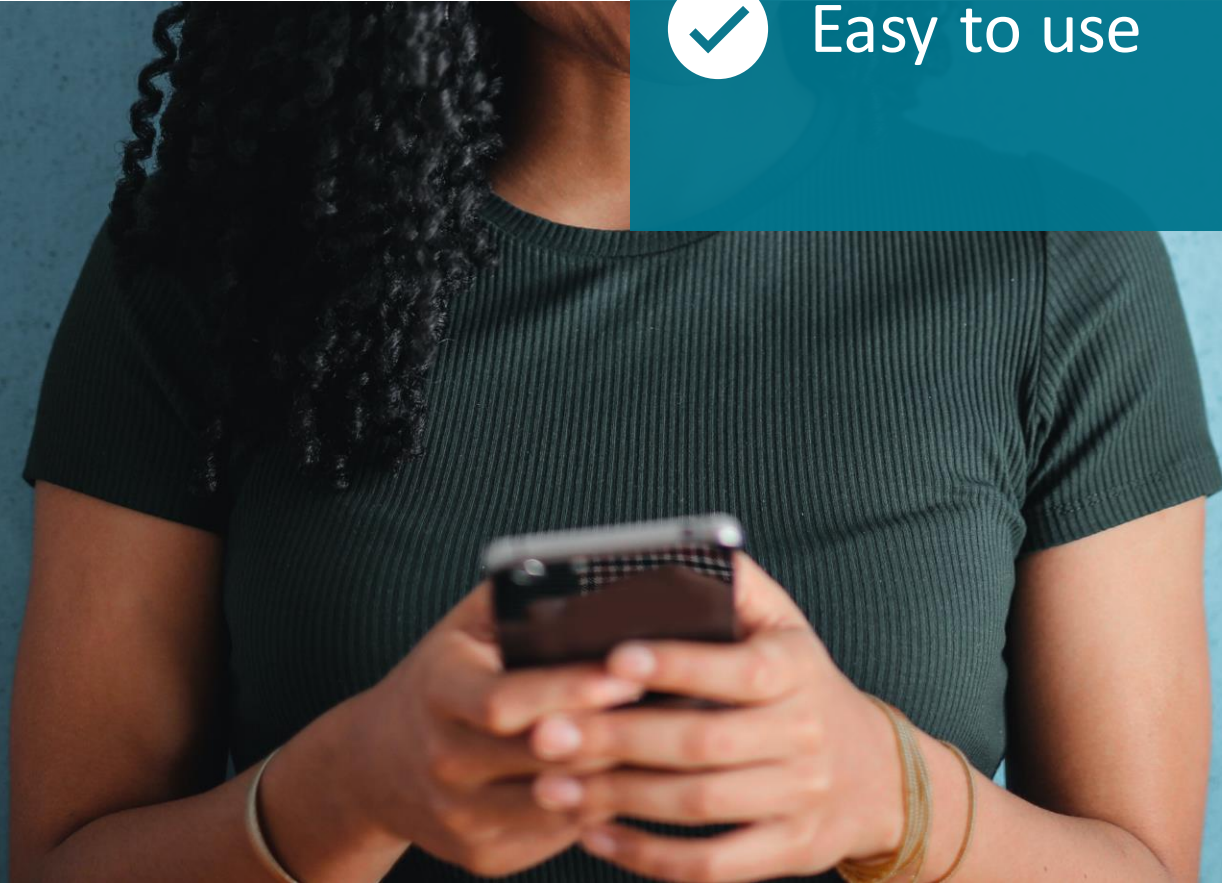


## new books



# Email **best practices**

- ✓ Send your best content.
- ✓ Exciting, interesting, fun, unique.
- ✓ Easy to use





# Oxford County Library

38% open rate



connect. discover. share. become.



## 2022 Shortlist

### Culinary Narratives



### General Cookbooks



# Oconomowoc Public Library

64% open rate  
26% click rate!



## September Reading Challenge

September 1-30 • All Ages

Registration is Required

Fall into a great book and log your reading on Beanstack online or the Beanstack app to earn badges. Read 10 hours and earn a Beadie Buck good for \$1 toward the purchase of a Friends Book Sale item. Open to all ages!



## Share Your Seeds

It's almost time for fall garden cleanup. Please consider donating your harvested seeds to the our Seed Library.

Learn More

## Crop Swap

September 6-10  
During Library Hours

Share your garden's bounty! Drop off fresh, uncut fruits and vegetables, then take some home with you. While supplies last.



## Canvas Creations

Tuesday, September 6 • 6-8 pm or  
Wednesday, September 7 • 1-3 pm

Learn how to paint a masterpiece with step-by-step instructions. No experience necessary!

Registration is Required

We must **reach**  
**non-digital**  
community  
members.



# Bridge with **flyers** and **bookmarks**

- ☑ **Every** interaction.
- ☑ **Every** outreach event.
- ☑ **Partners** can help you!



# Leveraging **partnerships.**

A hand is shown placing a white puzzle piece into a larger assembly of white puzzle pieces on a blue background. The puzzle pieces are arranged in a grid pattern, with the hand's index finger pointing to the piece being placed.

- ✓ Help with distribution.
- ✓ Share content.
- ✓ Make it easy on them.

# Make it **easy**.

---

- ✓ Write the content for them.
- ✓ Supply images.
- ✓ Say thank you.



ask  
a Librarian

NoveList

# Distribute door to door.



**your  
community  
hub**

*Learn new things and connect with your neighbors at our free events.*



We offer events specifically designed for adults, teens, and kids. *It's all included with your card.*



Call 555-555-5555 or stop into our branch. We're open from 9 a.m. to 6 p.m. every day!

We can't wait to see what you do with your library card!

**NoveList**

**NoveList**  
2800 Meridian Parkway, Suite 100  
Durham, North Carolina 27713  
919.489.9412  
[ebshost.com/novelist](http://ebshost.com/novelist)



**did you know?**

*You can access so much more than books!*

**Come by and use our computers or Wi-Fi.**



COVID  
**changed**  
everything.





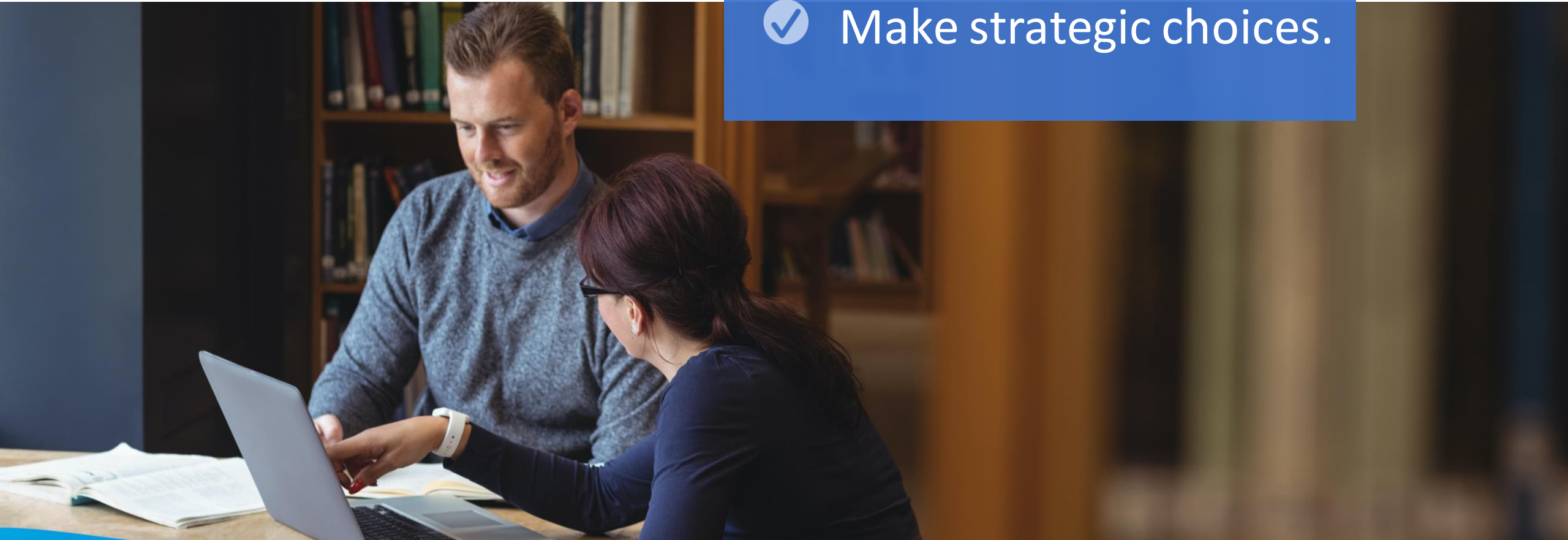
**YOU  
GOT  
THIS**



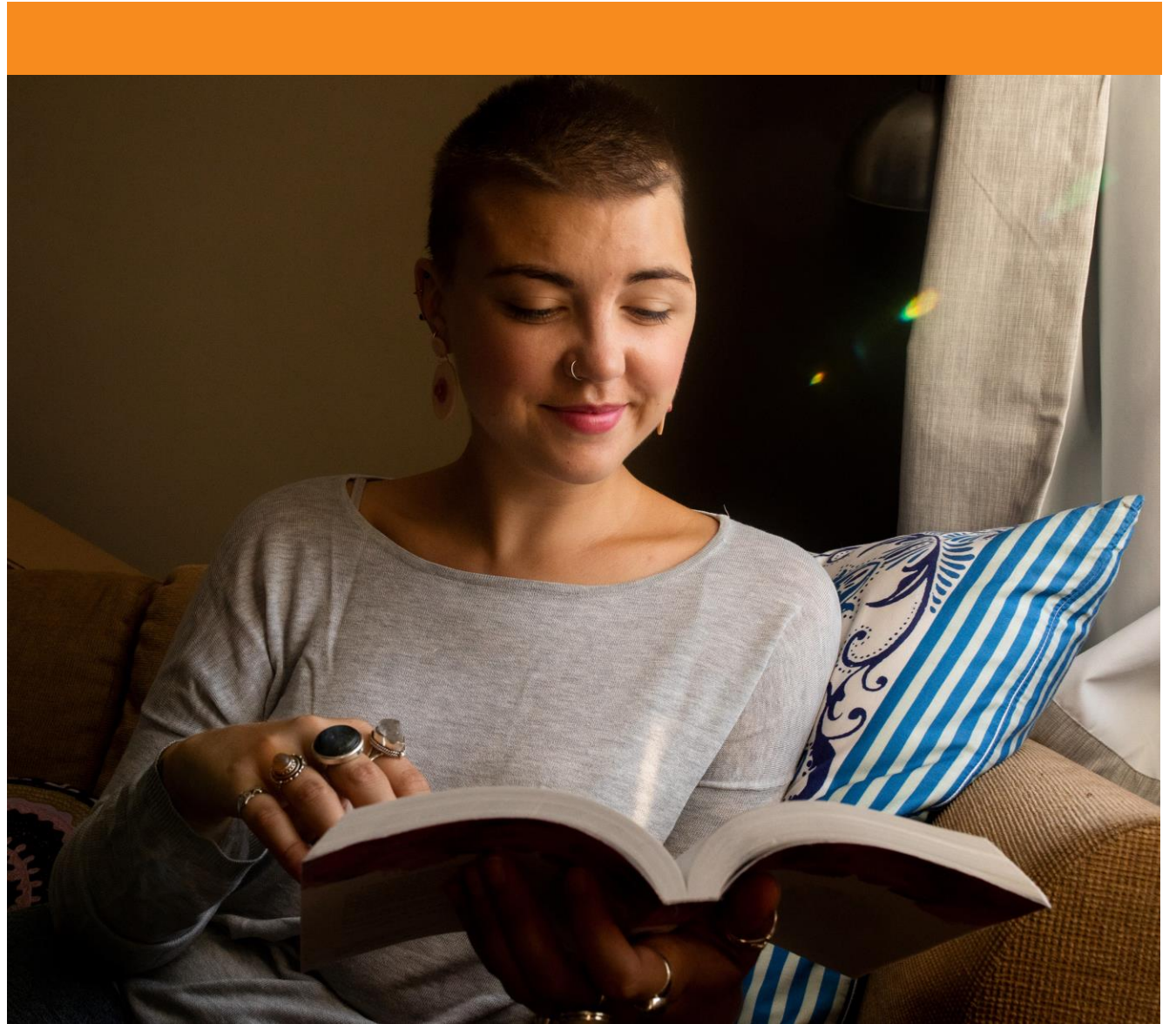
# Set boundaries.

---

- ✔ This is your focus.
- ✔ Audience at the center.
- ✔ Make strategic choices.



You are  
creating  
**relationships.**



# Learn with NoveList

- ✓ **New course:** Conquering Social Media: A Strategy for Libraries
- ✓ Self-paced training
- ✓ Code **MLASOCIAL** for 20% off.
- ✓ Offer expires Dec. 31, 2022.

More info at [learnwithnovelist.com](https://learnwithnovelist.com)





# THANK YOU

Angela Hursh | Senior Engagement Consultant



ahursh@ebSCO.com



919-381-3854