

728-PUBLIC LIBRARY SYSTEMS

Questions and Answers with Dr. Curtis Rogers
For Dr. Clayton Copeland, University of SC
November 30, 2021



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HOW DO YOU FIGHT AGAINST THE PERCEPTION THAT LIBRARIES AND LIBRARY SCIENCE IS A DYING FIELD/PLACES?

- Point to how libraries have evolved over time versus the newspaper industry.
- Candle analogy regarding physical books vs. ebooks
- Make sure you can tell a story...

CREATIVE WAYS TO MARKET AND REACH PEOPLE IN A MODERN WAY WHEN YOUR LIBRARY HAS STRICT SOCIAL MEDIA RULES?

- Library Marketing and Communications Conference
 - <https://www.librarymarketingconference.org>
- Review other library social media policies and compare to your library
 - <https://guides.statelibrary.sc.gov/social-media-in-libraries> - has links to articles and the SCSL social media policy
- STRICT SOCIAL MEDIA RULES HINDER THE PROCESS!

HOW DO YOU DECIDE WHO IS YOUR "TARGET DEMOGRAPHIC?"
THINKING ABOUT LIBRARIES THAT CATER TO BOTH WEALTHY
COMMUNITIES WHO BRING IN \$\$ AND ALSO POORER
COMMUNITIES THAT ARE OFTEN OVERLOOKED?

- Market segmentation - there will be multiple audiences and you have to figure out the best method of marketing and promotion to each segment
- Libraries should have an annual marketing plan that addresses this and provides demographics for each market segment of your community.

- New Mexico State Library Marketing Plan Workbook

https://www.nmstatelibrary.org/docs/development/planning/Marketing_Plan_Workbook.pdf



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MARKETING IN THE AGE OF COVID. WE ARE OPEN, BUT NO ONE SHOWS UP TO PROGRAMS ANYMORE.

- Be reassuring in promotional pieces
- Use appropriate graphics (mask, distance, etc. - do not use virus or biohazard images [negative])
- Stay on top of things
- Make sure physical signage reflects current trends
- Make programs hybrid where possible and say why you're doing it

MARKETING TO DIFFERENT GROUPS. WHO NEEDS THE MOST OUTREACH/MARKETING?

- Depends on your specific community demographics
- Seniors vs. YA vs. Language groups vs...
- PLA Marketing Strategies
 - <https://www.ala.org/pla/resources/tools/public-relations-marketing/marketing-strategies>

WHERE AND HOW DO YOU ADVERTISE THE LIBRARY'S AVAILABILITY?

- Newspaper ads
- Posters
- Contests
- Card decks
- Seminars
- Television ads
- Signs
- Radio ads
- Banners
- Articles
- Classified ads
- Newsletters
- Charity events
- Networking
- Billboards
- Magazine ads
- Special events
- Sales letters
- Flyers
- Email
- Postcards
- Doorhangers
- Media releases
- Fax broadcasts
- Brochures
- Gift certificates
- Word-of-mouth
- Website
- Sign picketing
- Business cards
- Catalogs
- Public speaking
- Window display
- This greatly depends on your library's marketing or communications budget
- ← *from the NM State Library Workbook*

I WOULD LIKE TO KNOW MORE ABOUT MARKETING TO POTENTIAL LIBRARY EMPLOYEES...

- Work closely with library or city/county human resources manager to develop a specific plan
- LinkedIn (#SCSLWorkCulture)

HOW TO MARKET TO PEOPLE WHO MAYBE DON'T TYPICALLY USE LIBRARIES?

- Focus group of non library users
- Use non-traditional methods
 - Books and brews: Anne Arundel public libraries partner with local breweries to celebrate 100 years
 - <https://www.capitalgazette.com/news/ac-cn-anne-arundel-libraries-partnering-with-breweries-20210914-hr6zegty5nhennampr53547hma-story.html>

HOW DO YOU GET CITY OFFICIALS TO BUY OFF ON MARKETING TO SUPPORT THE LIBRARY AS MORE THAN JUST A PLACE FOR HOUSING AND CHECKING OUT BOOKS? ENTRUST THE LIBRARY TO BE THE COMMUNITY SAFE PLACE?

- Host an event just for them - but make sure there is a storytime going on...
- Create opportunities for photo opps
- Have a zero tolerance policy for code of conduct violators and highlight that

HOW MUCH LONGER WILL THE STATE LIBRARY BE IN EXISTENCE?

- Until 2038 (JK!)
- SC Code of Laws: Title 60
<https://www.scstatehouse.gov/code/t60c001.php> (plus regulations on library certification)
- IMLS/Federal Funding
- State Funding/State Aid to Public Libraries (per capita)
- E-Rate funding/Universal Services Funds
- Lottery Funding
- Each state has a SLAA and each state varies in how it administers state and federally funded programs
- Talking Book Services for the print impaired
- See video at <http://www.statelibrary.sc.gov/about-us>

WHY IS IT SO HARD TO ADVOCATE FOR THE LIBRARY WHEN THERE ARE SO MANY RESOURCES FOR THE COMMUNITY?

- You have to figure out what sets the library apart from the other resources
- There are also many partnership opportunities
- Promoting events and services with multiple logos gets more notice

WHAT MARKETING TECHNIQUES IN PUBLIC LIBRARIES HAVE YOU FOUND MOST EFFECTIVE?

- Use the Rule of 3
- Digital billboards
- Radio
- BUT it also depends on your audience...

DO YOU HAVE A FAVORITE MARKETING TECHNIQUE AND WHY?

- Podcasting is a great way to provide primary content and promote events and authors, plus it is archived!
- Rule of 3
- Again, this depends on what is being promoted...

WHAT ARE SOME MARKETING RESOURCES FOR PUBLIC LIBRARIES?

OTHER
LIBRARIES

LMCC
FACEBOOK
GROUP

