

RASD PR & Marketing Committee Meeting Minutes

January 18, 2018

SCLS Blue Room

The meeting began with a suggestion to view the winners of ALA's **PR X-Change**.

<https://www.slideshare.net/markaaronpolger/2017-pr-xchange-award-winners>

It was also suggested to view the winners of the 2017 **John Cotton Dana Awards**.

<http://www.ala.org/news/press-releases/2017/05/announcing-2017-john-cotton-dana-library-public-relations-award-winners>

If you think you might like to apply for a John Cotton Dana Award go to:

<http://www.ala.org/awardsgrants/awards/438/select>

The 2018 Suffolk Library Marketing Award (SLMA), which recognizes the best public relations marketing campaign by a public or academic library in Suffolk County between 9/16/17 and 9/15/18. It is easy to apply and applications are available at (rasdpr.wordpress.com). The winners will be announced at the 2018 Suffolk County Library Association (SCLA) annual dinner in the fall of that year.

The rest of the meeting was a review of the seven campaigns that were submitted for the 2017 SLMA Award.

Comsewogue – Better When I'm Reading 2017 SRC Video – Audrey Asaro

Using a committee of five staff members, the Children's and Teen Departments created a video to promote their Summer Reading Clubs and promoted it through the use of social media, the CPL website, and the Children's Homepage. They measured and evaluated the campaign through their Facebook page and Insight statistics. The video was viewed over 5911 times with 69 likes and 31 comments, and SRC attendance increased.

Judge's comments: "An ambitious project that netted really positive results for the Summer Reading Club and also gives the impression that this particular library is a welcoming place."

Smithtown- Long Island at War/ World War I and America – Julie Delaney

Both the Long Island Room Librarian and Adult Program Coordinator worked together to organize each program series. They held planning meetings with several staff members to discuss program organization and publicity. The attainment of the World War I and America Grant allowed for the scheduling of additional programmers and events. Free speakers allowed for the scheduling of some more expensive programs, originally believed to be unattainable for the series. In total, 18 events were scheduled, including 13 programs, 3 book discussion groups, one year-long exhibit as well as a Veteran's Resource Fair. In addition to the newsletter, program posters and flyers, two brochures were created to advertise the series; these brochures contained more detailed information for each program. Finding show that there was a 152.87% increase in the attendance for these events in comparison with our regular adult programming.

Smithtown – Love Letters to Your Library/Lucky to Have You – Julie Delaney –Honorable Mention

The Public Relations Department knew they wanted to celebrate Love Your Library Month as usual, but wanted to find a way to involve the patrons in a more creative and interactive manner than in past years. Once they developed an outline of the February campaign, Love Letters to Your Library, they decided that February could provide for an excellent transition into a March promotion (later titled Lucky to Have You) that would work in tandem with the efforts displayed in the previous month. During February they asked patrons to write a love letter to the Library to express how the library has made a difference in their life. Patrons of all ages were encouraged to display their ideas in any way that

inspired them. Decorated mailboxes with the logo for this promotion were displayed at all four of our Library branches for patrons to send in their letter. Letters were collected by staff daily and posted on their social media pages.

Lucky to Have You began on March 1. They used this promotion to show their continued appreciation toward the overwhelming response to Love Letters to Your Library. Throughout the month, they hid “golden bull” coins in various circulating items at all four Library branches. In daily social media posts, they hinted at clues to where our patrons could find these “golden bulls.” When a patron checked out an item with a “golden bull,” they were able to choose from various prizes.

Popularity of these two events was measured by the number of patrons who participated. During Love Letters to Your Library, 138 patrons participated between the four branches of The Smithtown Library. They then had a store of letters of varying lengths from all age groups; some short and sweet, others lengthy with captivating stories detailing how the Library has made an impact in their life.

Judge’s comments: “A charming campaign, especially on that it enabled children to be heard side-by-side with adults. The scavenger hunt aspect provides added incentive to visit, which is really cool.”

Sachem – Save with Your Library - Laura Panter - & Nancy Elliott – Honorable Mention

The Sachem Public Library Think Tank committee sought to partner with local business owners to form closer relationships within the community as well as to increase awareness of library resources. This was a cross-departmental campaign. The campaign was in collaboration with National Library Week and Smart Money Week which coincided in 2017 during the month of April (9-15). Staff from various departments went to businesses to ask for discounts, and they also purchased giveaways (coasters, ponchos with the library logo). They distributed posters and flyers. Advertising was done via Facebook, email and twitter. They offered programs about Smart Money Week, and even offered discounts on some of their paid programs. Patrons were required to present their library card for discounts at local businesses. Local businesses set their own rules. The swag was a great hit, especially the ponchos.

Judge’s comments: “Collaborating with local businesses is the win-win of this campaign. Building the library’s brand as an important community supporter while helping small businesses—the heart and soul of communities—prosper, illustrates how we need to work together for the benefit of all, which is a really great storyline for a library to foster.”

Northport – East Northport – I Heart the Library – Denise Campbell & Nora Nolan – 3rd Place

Librarians were inspired by the “Subway Therapy” post-it notes that covered the walls of Union Square subway station after the presidential election in November 2016. The purpose of the campaign was to create interactive displays to illicit a conversation with the community about the library. The timeliness of these post-it campaigns fueled the idea of bringing a positive feedback forum to the Library. They created “cheeky” displays in the library where patrons could post heart shaped Post It Notes about why they liked the library. It was designed so that patrons would experience a “wow factor” when they entered the building.

The campaign was implemented within a short timeline, and with minimum expenditure, which was done by using available resources. It was done for the month of February and it did a lot for staff morale. It all cost under \$500.00. They redesigned the February newsletter, used sticky paper in their poster printer and put the Logo on their van. The staff wore pins, and they made dye cuts, bookmarks and tent cards. They had a RED any Good Books Lately display. The teen volunteers made heart garland. Each day’s sentiments were shared on Facebook and Instagram. By the end of the month, both the Adult and Children boards were full.

Judge’s comments: “While their creative positioning was fairly simple and to the point, their outreach was exceptional. Good brand consistency across all channels, and it allowed everyone a voice with multiple touch points. This campaign allowed people, young and old to express their love for the library and all the library’s offerings, at the same time, communicated to others, those offerings...they provided their members to tell other members what makes the Northport-East Northport Library so special and different.” Sweet campaign inspired by the Union Square post-it installation. Showed library members the community’s appreciation toward the library.”

Lindenhurst – Live-brary.com on Facebook – Peter Ward – 2nd Place

The Lindenhurst library wanted to promote e-book and audiobook downloads and did so by creating humorous and noticeable pictures and videos to post on Facebook. They had one of their ads appear on News 12. They did it using an iPad and Flip camera. They were posted on Facebook (they purchased a \$20.00 promotional spot). They used Moave, CrazyTalk animation and Power Point with public domain images. They didn't have to worry about actors, lighting or dialog. They had a 25% increase in Live-brary use and e-book downloads.

Judge's comments: "This campaign has an organic, grassroots feel, which separated it from the rest of the entries to give it true hometown appeal. Would've liked to see some audience engagement in the videos, to really round out the storytelling." "I gave them points for being bold and different, a very "campy" campaign; it showed the personality of the Library. Very approachable, very relevant with what's going on in today's culture and society, they weren't afraid to take some chances and it paid off. Good use of video and combining straight up testimonials with some "out there" imagery, all punctuated with the Search Bar getting populated.... Fun and memorable." "Livebrary" was a creative, interactive and engaging campaign to get members to download e-books. The videos not only helped make the library relevant again but also change the perception of a library to bold and comical. A lot of library members don't know e-books are a capability and this program helped build awareness throughout the community, especially during a time when e-books are at a high."

Mastic-Moriches-Shirley Community Library-Hand Challenge-Build a Prosthetic Hand – Sara Roye-1st Place

The prosthetic hand challenge helped the library to make hands for those in need. The campaign was done to educate their patrons about their 3D printer, as well as give back to those across the country in need of prosthetics. The company, Enabling the Future, provided open source material on Thingiverse and schematics to use for the project. The library pre-printed the pieces needed to make 15 hands, with each hand having 32 printed parts. It took about 20 hours per hand. Oddly, their oldest 3D printer was the fastest. Makerbot 2x and Lulzbot Taz 6 printers were used for this project. Kits were made from the parts for patrons participating in the project. An iPad with a Padcaster was used to create a time-lapse video of the 3D printing. Time lapse video was posted to Facebook and received over 1500 views.

Patrons learned about the project through education and marketing; a big display in-house on the main floor, with the 3D printer in a glass enclosure, social media, fliers with QR codes, and a cascading slide show on their web page, a \$20.00 Facebook Event Page, a video, and press releases to local media (got coverage in **Newsday** and the **LI Advance**).

Fifty people signed up for the project and came over a two-day period. They were encouraged to work in groups. There were YouTube videos available to walk patrons through the building process, which took about 3 hours. A 360 degree video of the families putting the hands together was created.

This was a family friendly group program, not a volunteer opportunity. In the future they may make kits and give volunteer hours to those who complete them. Feedback from the community indicated that there was interest in doing the project again. The actual hands were sent to aid people in India.

Judge's comments: "I liked that this library tapped into a relevant trend - 3D printing - to not only educate its members on the technology, but also make a difference in the community. This rare printer drove people to the library for a look at the technology, while building the library's relevant and "coolness" among its members. The program was a success and the media coverage (which is hard to get for a local library) is proof of that. I'd recommend taking it one step further to show the recipient using the new hand." "Engaging, interactive opportunity to

advance tech skills and understanding, on-site at the library, while helping kids in need? What's not to love about this campaign.

Congratulations to the staff for out-of-the-box thinking while calling attention to a worthy cause.

(Note: One thing I would've liked to see is a recipient using the new hand.)” “This campaign was very well done, starting from its subject matter to its execution. Combining a challenge with the latest in technology was a huge hit, if people didn’t directly take the challenge, it garnered great interest from the community, and for a great cause, all the elements for a very successful campaign.

The execution was very polished and they utilized their social properties in a big way, as proven by the results. “The Hand Challenge” also garnered a lot of local and regional press. My only knock is the actual name of the campaign, I think it could have been stronger, it could have been more of a “call to action”, in support of their creative positioning.”

Please be sure to consider applying for the 2018 SLMA Award. Applications are due 9/15/18.

Just a mention that there is a new library marketing journal now being published. It is, ***Marketing Libraries Journal*** (<http://journal.marketinglibraries.org/>).

If you are at the Long Island Library Conference, May 3, 2018, be sure to attend the program the RASD PR & Marketing Committee is sponsoring in the 3-4 p.m. slot, **Bookface: Creating Engaging Content for Social Media**. See you there.

Respectfully submitted,

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