

Chapter 13 (Marketing, Promotion, and Collaboration)

A public that is aware of all the services and collections offered by its library and that views its library as a positive, fundamental, and indispensable part of their community is the ideal achieved through an effective public relations and marketing program. In a hyper-connected, on-demand world, libraries must market and promote their services and demonstrate all they offer to the public. The library patron must be the center of every program or service the library provides. The library staff must be aware of the variety of programs and services and learn to promote them to library patrons during reference interviews and the check out process. Of imperative importance, the community must be aware of what the library is providing, and library staff should always make sure their library patrons leave the library satisfied—since it is highly likely that a library user who is not satisfied will not return.

Marketing, Promotion, and Collaboration Standards

1. The library staff develops, adopts, and reviews a marketing plan at regular intervals that supports the library's long-range and strategic plan.
2. The library staff and trustees participate in two or more cooperative activities with other community organizations, businesses, and institutions, such as Chamber of Commerce and service organizations.
3. The library's services and programs are regularly promoted in the community by using three or more publicity methods such as flyers, newsletters, brochures, library website, social networking, community calendars, posters, banners, displays, billboards, and presentations and speeches.
4. The library should maintain a social media presence on at least one of their community's most used platforms.
5. Information about library programs and services is provided to the community either through a print newsletter or email newsletter at least three times per year.
6. The library specifically invites local, state, and federal officials to visit the library, providing them a firsthand view of the library's services.
7. The library's website is updated at least monthly to reflect current and future programs, board minutes, library policies, and new material.
8. The board, administration, and staff assess the library's appearance at least once a year, using this information to revise the library's image in the community.
9. The board, administration, and appropriate staff visit other libraries at least once a year, or review other libraries' publications and websites to learn what services and programs other libraries offer their patrons.
10. The operating budget includes funds for public relations and marketing.
11. The library considers persons with special needs when developing and delivering information about the library's collections and services.
12. The library develops strategies to reach those groups that do not use the library.
13. One member of the staff coordinates the library's marketing efforts, but all staff receive customer service and marketing training.

14. The library includes public relations and customer service as part of the orientation of all new staff and board members.
15. The library develops a brand identity and all collateral material adheres to the library's brand for the most effective messaging.
16. The library administration ensures all board and staff members receive an orientation of the library covering the library's history, funding sources, long-range/strategic plan, and services.
17. The library builds on public relations and marketing efforts developed by state and national organizations, the state library, and the community.

Marketing, Promotion, and Collaboration Checklist

- The library has a communications plan that supports the library's long-range/strategic plan.
- The library staff and trustees participate in two or more cooperative activities with other community organizations.
- The library's services and programs are promoted in the community. Check the applicable publicity methods.
 - flyers
 - brochures
 - website
 - newsletter
 - posters
 - banners
 - displays
 - podcasting
 - presentations
 - speeches
 - billboards
 - other
- The library maintains at least one social media account.
- The library invites local, state, and federal officials to visit the library.
- The library's website is updated at least monthly.
- The board, administration, and staff conduct an annual library walk-through.
- The board, administration, and appropriate staff visit other libraries.
- The budget includes funds for public relations and marketing activities.
- The library's promotional methods and services are ADA compliant.
- A designated staff member coordinates the library's marketing efforts.

Marketing, Promotion, and Collaboration

- The library's staff receives customer service and marketing training.
- The library's orientation for staff and trustees includes the library's public relations, customer service philosophy, library history, funding sources, and long-range/strategic plan.
- The library surveys patrons and the community to judge awareness of the library's programs and services.

