



FLORIDA DEPARTMENT *of* STATE

DIVISION *of* LIBRARY *and* INFORMATION SERVICES



Marketing for Busy Librarians

Section 2.3 – Social Media and Email

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Library Communications Consultant



The Marketing Cycle





It's All About the Conversation

- Encourage user input – but read and respond!
- Involve staff
- Few but consistent style rules

Facebook

- Personal vs. institutional: a fine line
- History
- Encourage conversation: “What do you think?”



Jacksonville Public Library ✓

May 2, 2013 · Jacksonville, FL · 🌐

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DO YOU RECOGNIZE THE ITEM pictured here? If so, you surely remember the days BEFORE there were any e-books. If not, you may not recall life WITHOUT them. Love or loathe them, e-books are thriving and libraries such as JPL are striving to meet increased demand. The effort is not without challenges.

DATE DUE	BORROWER'S NAME
FEB 15	NYC_Girl31
JUN 08	verd_hoarder
AUG 07	git_r_done
SEP 30	upperwestside_rules
DEC 01	Booklyn_79
MAR 11	Fslope_verse
MAR 29	spineless530

E-Books, Libraries and Democracy

All of the Big Six publishers have, for the first time, agreed to make e-books available to public library users.

NYTIMES.COM | BY ANTHONY W. MARX

👍 12

2 Comments

👍 Like

💬 Comment

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Jacksonville Public Library added 3 new photos.

21 hrs · 🌐

Congratulations to our Summer Learning Program winners! David won a set of foam blocks, the adorable twins won a summer fun bucket and our teen winner, Danielle, won an iPad Mini 4s! Thank you to everyone that participated in beating the summer slide!



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👍❤️ 28



FLLibraryDevelopment

@FLLibDev

@ Volusia Co Public Library, the Teen Tech Lab helps kids be tech-savvy. [#SunshineStars](#) bit.ly/222A3Ch



Email as a Marketing Medium

- Consider demographics
- Encourage actions – click-throughs or replies
- Subject line, subject line, subject line

Woohoo! You've read all
the messages in your
inbox.



Think

- What is your own social media usage like? Which platforms do you use? How much time do you spend? What do you like best?
- How about your staff? Is someone itching to start an Instagram account or a Twitter feed for your library? Or to create library videos?

Online Chat

September 15, 2016

10:00 to 11:00 a.m. Eastern

Lawrence Webster
Library Communications Consultant





FLORIDA DEPARTMENT *of* STATE

Rick Scott, Governor
Ken Detzner, Secretary of State
Florida Department of State
Division of Library and Information Services

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