



THE ACCIDENTAL LIBRARY MARKETER

Ten Things You Need to Know to Promote Your Library

When the World Keeps Changing



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and author of **SuperLibraryMarketing.com**.

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@Webmastergirl

#wwwc21





*Peanut was uninjured. In fact, he loves doing this!





Today...

- ① Ten tips!
- ② Set priorities and stay focused.
- ③ Stay on top of trends.
- ④ Get time back into your schedule!

#1: Tie marketing to library strategy.





A plan serves as your **focal point**.



- Direction
- Buy-in
- Efficiency



#2: Set
measurable
goals.





What does your audience like?

- ♡ Social media engagement
- ♡ Email responses
- ♡ Print excitement

Examples of measurable goals



1

We will increase circulation of new mystery and science fiction e-books by 10 percent.

2

We will increase downloads of online magazines by 25 percent.

Most important: Write it down.

#3: Mind the Marketing Rule of 7.



Builds trust and
keeps your library
top-of-mind.



#4: Repurpose
messages for
mileage.




Repurposing makes sense.


- ✓ Your community is diverse.
- ✓ Works for any piece of content.




Storytime live


 **Milton Public Library-Wisconsin** plans to premiere a video. 1h · 🌐




We have no ideer what you really think about bucks and does, but we think you'll be quite fawned of Jayme's deer storytime!



 JANUARY 13 AT 11:32 AM

Tune in to watch live

 [Get Reminder](#)


   4

2 Comments


Storytime live




On-demand viewing

 **Milton Public Library-Wisconsin** plans to premiere a video. 1h · 🌐

We have no ideer what you really think about bucks and does, but we think you'll be quite fawned of Jayme's deer storytime!






Deer have a **hoof** on each foot. Each hoof has four toes.

 JANUARY 13 AT 11:32 AM

Tune in to watch live

☆ Get Reminder

   4

2 Comments


Storytime live




On-demand viewing




Shareable pieces

 **Milton Public Library-Wisconsin** plans to premiere a video. 1h · 🌐


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 JANUARY 13 AT 11:32 AM

Tune in to watch live

☆ Get Reminder

 4

2 Comments

Storytime live



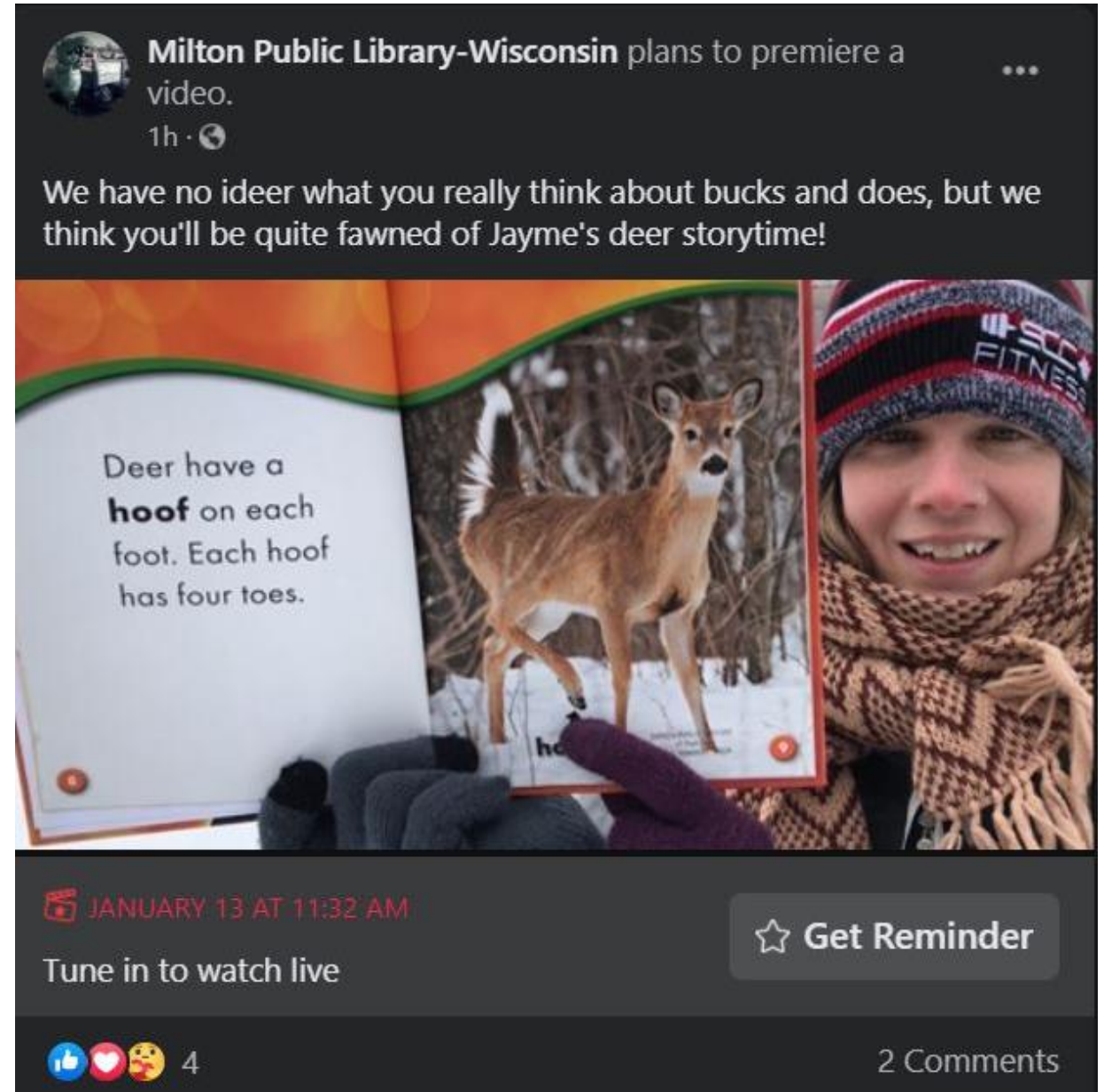
On-demand viewing



Shareable pieces



Transcribe text





RHYMES, SONGS, & LAP BOUNCES

Prepared by the
Cape May County Library
Children's Department

Cape May County Library
Kids



Eat This!



Save

kids.cmclibrary.org

Head over to the #CMCLKids new blog & check out our favorite rhymes, songs, and lap bounces! #EarlyLiteracy #KidsLibraries #ChildrensBooks #ActionSongs #Babies #Toddlers #Preschool #Development... **More**



Cape May County Library

3.7k followers

Follow

Photos Comments

Tried this Pin?

Add a photo to show how it went

Add photo



Amanda Chastain Best saved to **storytime**

Watsonville Public Library Storytime Kits

Folklore / Cuentos Tradicionales



Homes / Casas



Snow / Nieve



Monsters / Monstruos



Emotions / Emociones



Latinx & Hispanic Heritage Month



Bugs / Bicho



What do you Hear? ¿Qué escuchas?



Birds / Pajaros



Watsonville Public Library

Storytime Kits

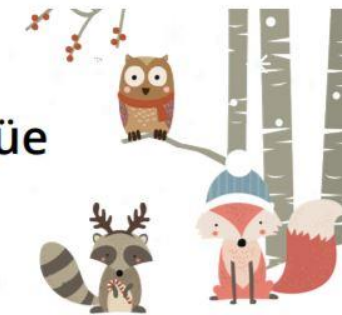


Bilingual Storytime Hora de Cuentos bilingüe

AT HOME KIT / KIT PARA EL HOGAR

JANUARY 2021 - ISSUE 19 - SNOW

ENERO 2021 - EDICIÓN 19 - NIEVE



Books / Libros

All books are in our collection and can be placed on hold!
¡Estos libros se encuentran en nuestra colección
y se pueden apartar!

A Big Bed for Little Snow by/por Grace Lin

Chicken in Mittens by/por Adam Lehrhaupt

Biscuit's Snow Day Race by/por Alyssa Capucilli

Un Dia De Nieve = The Snowy Day por/by Ezra Jack Keats

Froggy Se Viste = Froggy Gets Dressed por/by Jonathan London

The Jacket I Wear in the Snow by/por Shirley Neitzel

A Kitten Tale by/por Eric Rohmann

El Lector por/by Amy Hest

El Oso Y La Liebre : ¡en La Nieve! por/by Emily Gravett

Over and Under the Snow by/por Kate Messner

A Perfect Day by/por Carin Berger

Snow Happy by/por Patricia Hubble

Snowballs by/por Lois Ehlert

The First Day of Winter by/por Denise Fleming

...and more! / ...y más !

- Make crowns and pretend play
- Tell simple stories while you play with a sensory toy (play dough, rice bin, water)
- Hacer coronas y simular juegos
- Cuenta historias sencillas mientras juegas con un juguete sensorial. (plastilina, depósito de arroz, agua)

Fingerplays / Juegos con los Dedos

Snowflakes

(to the tune of Twinkle Twinkle Little Star)

Snowflakes, snowflakes, falling down
Falling, Falling, to the ground.
Can you catch them on your nose?
Will they fall and touch your toes?
Snowflakes, snowflakes, falling down
Falling, Falling, to the ground.

Chocolate Bate Bate

Uno, dos, tres, CHO
Uno, dos, tres, CO
Uno, dos, tres, LA
Uno, dos, tres, TE
Chocolate, chocolate, bate, bate, chocolate.

Uno, dos, tres, CHO
Uno, dos, tres, CO
Uno, dos, tres, LA
Uno, dos, tres, TE
Chocolate, chocolate, bate, bate, chocolate.
Chocolate, chocolate, bate, bate, el chocolate.

Craft / Manualidades

Snowman

Let's use scissors!
Develop
coordination and
fine motor skills.



Muñeco de Nieve

¡Usemos tijeras!
Desarrolla la
coordinación y la
motricidad fina.

Parenting Tip / Consejo

Discuss things to do this New Year!
Planear cosas que hacer para el año nuevo.

A photograph of a wooden bookshelf filled with various books, primarily dictionaries and language learning materials. The books are organized by language and type, with titles like "Oxford English Dictionary", "Webster's New World Dictionary", "Larousse", "Street French", "Spanish", "Hebrew", "Russian", "Greek", and "Latin" visible. The shelves are densely packed with books, showing a collection of reference works and educational texts. The lighting is even, highlighting the spines of the books and the texture of the wood.

\$250,000

\$8 million



People want
the stuff!



What can you promote?

New books

Readalikes

NextReads

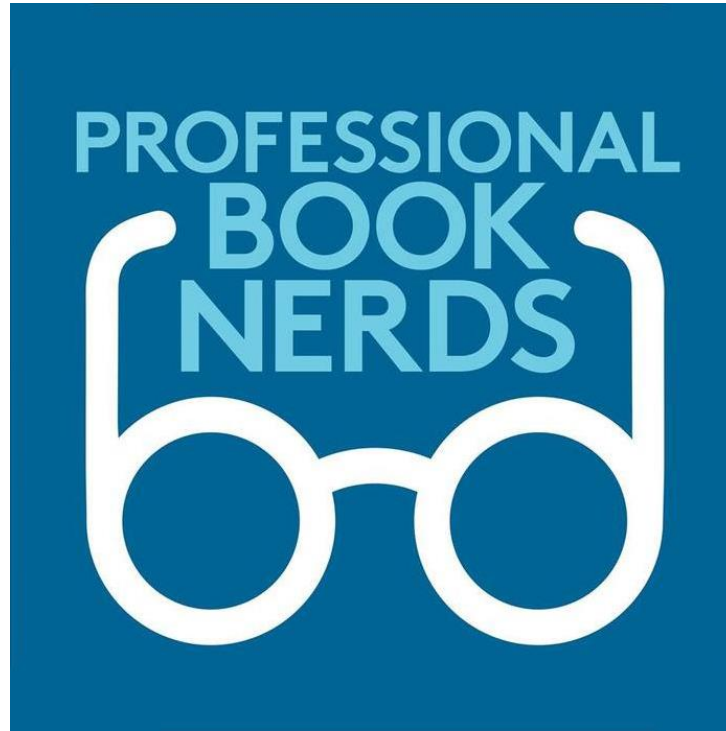
Genre
specific
items

Age
specific
items

Streaming
video

Streaming
music

Form-based
readers'
advisory



Pay attention to book pop culture and promote items getting media or critical buzz.

Media Mentions from NoveList or NoveList Plus.



Popularity:★★★★★

Becoming (Nov 2018)

Author: [Obama, Michelle, 1964-](#)

Adult Nonfiction

Description:

An intimate memoir by the former First Lady chronicles the experiences that have shaped her remarkable life, from her childhood on the South Side of Chicago through her setbacks and achievements in the White House.

Book Appeal Terms: [Definition of Appeal Terms](#)

Genre: Autobiographies and memoirs; History writing; Life stories

Tone: Inspiring; Reflective

Writing Style: Conversational; Engaging; Witty


Media Mentions:

NBC: Ellen DeGeneres Show (Nov 15, 2018); CBS: CBS This Morning (Nov 14, 2018); NBC: Today Show (Nov 14, 2018); ABC: Good Morning America (Nov 13, 2018)

Lexile: 1170 **Accelerated Reader:** IL: UG, BL: 8, AR Pts: 29

Persistent link to this record (Permalink):

<http://search.ebscohost.com/login.aspx?direct=true&db=neh&tg=UI&an=10738729&site=novp-live>

 View Copies Available (2)

Reviews Audiobooks **More About This Book** Lists & Articles

Author Information:

Michelle Obama

Publisher information:

New York: Crown 2018.; 400 p.

Dewey Number:

973.932092, 920

Genre:

[Autobiographies and memoirs](#)

[History writing -- United States -- Presidency -- 21st century](#)

[Life stories -- Politics -- Politicians](#)

[Life stories -- Law and order -- Judges and lawyers](#)

Tone:

[Reflective](#)

[Inspiring](#)

Writing Style:

[Engaging](#)

[Conversational](#)

[Witty](#)

Media Mentions:

NBC: Ellen DeGeneres Show (Nov 15, 2018)

CBS: CBS This Morning (Nov 14, 2018)

NBC: Today Show (Nov 14, 2018)

ABC: Good Morning America (Nov 13, 2018)

Location:

[United States -- Politics and government -- 2009-2017](#)

NextReads Advance List from LibraryAware

Advance List

View title selections for upcoming newsletter issues.

Submit Cart to B&T (0)

More ▼



[**The Last American Aristocrat**](#) - by **Brown, David S.**

ISBN: 9781982128234

Recent Releases

Newsletter List : Biography and Memoir



[**Girl gurl grrrl**](#) - by **Hunt, Kenya**

ISBN: 9780062987648

Recent Releases

Newsletter List : Biography and Memoir



[**How Did I Get Here?**](#) - by **McCall, Bruce**

ISBN: 9780399172281

Recent Releases

Newsletter List : Biography and Memoir

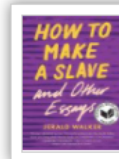


[**Loved and wanted**](#) - by **Parravani, Christa**

ISBN: 9781250756848

Recent Releases

Newsletter List : Biography and Memoir



[**How to Make a Slave and Other Essays**](#) - by **Walker, Jerald**

ISBN: 9780814255995

Recent Releases

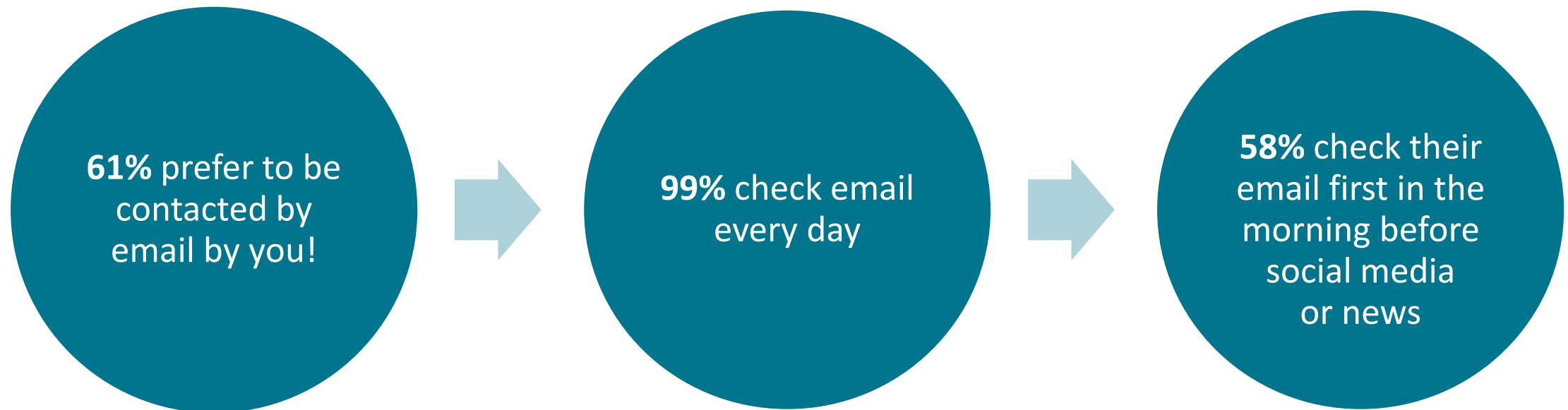
Newsletter List : Biography and Memoir

#6: Send
more email.



Email is **effective**!

Stats from optinmonster.com/email-marketing-statistics



Email **best practices**

- ✓ Use emotional words in subject line.
- ✓ Make subject line simple and easy
- ✓ But it doesn't have to be short!



My Library Has What?

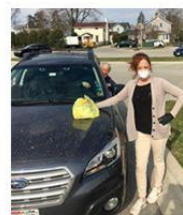
BL novelistlwb@epnet.com on behalf of Bridges Library System <noreply@epnet.com>
To **Angela Hursh**
Retention Policy Global Retention Policy (2 years)
[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

[View Online](#)



January 2021

LOOKING BACK AT 2020



"Libraries Are A Lifeline"

A mother thankful for somewhere to bring her child.
A teen needing extra support through difficult times.

Libraries stepped up to help their community in big and small ways this year. In our latest blog post, librarians share their reflections on 2020.

[LEARN MORE](#)

MY LIBRARY HAS WHAT?

Each month, we'll highlight something you can find at your public library or request through [the CAFE catalog](#).



BACK TO SCHOOL
[HelpNow](#)



INSTANT BOOKS
[Ebooks](#)

Library Reopening!

CP novelistlwb@epnet.com on behalf of Carver Public Library <noreply@epnet.com>
To **Angela Hursh**
Retention Policy Global Retention Policy (2 years)
[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

[View Online](#)



WE'RE REOPENING AUGUST 3RD!

Here's what you need to know.



LIMITED HOURS.

We are excited to welcome you back on Mondays from 10am until 4pm and Wednesdays from 10am until 6pm. The first hour of each day is reserved for those over the age of 60.



RETURNING ITEMS.

Please return all items directly to the Book Drop and do not bring them into the building.



LIMITED CAPACITY.


Occupancy will be limited to maintain social distancing. Please enter through the side door closest to the parking lot, all other doors will remain locked. Please wear a face covering and follow signs and designated floor markings.



Email **best practices**


- ✓ Write like a human.
- ✓ Mix text and images.
- ✓ Use positive, active language.
- ✓ Target your message.

275 cardholders
21% open rate
16% click-thru rate



Join Us for Virtual Job Club

The Library's Job Club welcomes job seekers and career changers. Every month on the third Wednesday, Noon to 1:30 PM. A presentation on a career-related topic and network with local job seekers.



Ageism in the Job Search

Wednesday, June 17
12:00 - 1:30 PM

In this hour and half virtual Job Club, listen to Betty Flasch, Career Management Consultant present "Ageism in the Job Search". Older workers find it hard to stay relevant in a growing millennial workforce. Learn what is happening in the workplace regarding ageism and how to improve your resume, actions and assets.

Plainfield Public Library District
15025 S. Illinois St.
Plainfield, Illinois 60544
815.436.6639

www.plainfieldpubliclibrary.org

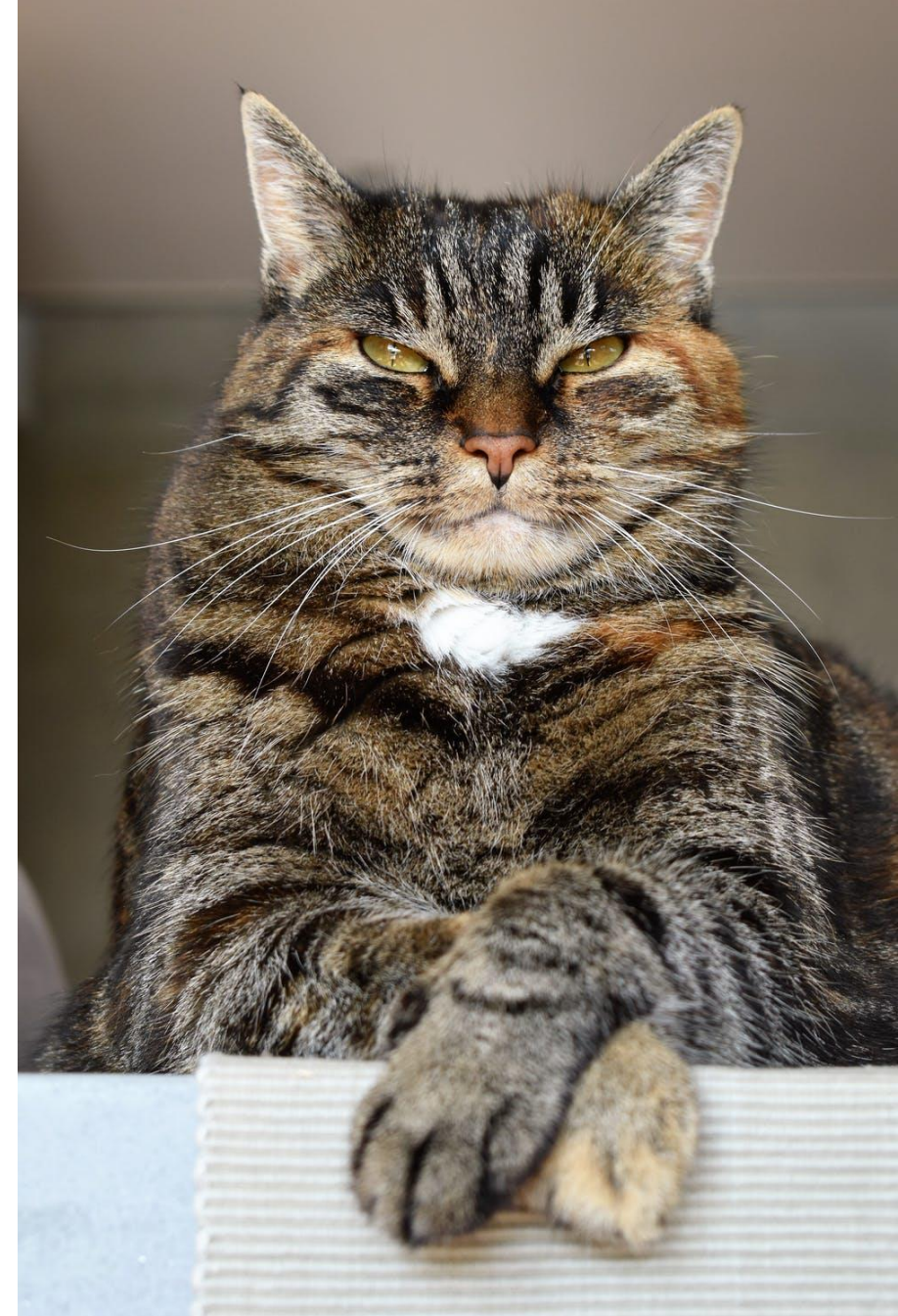
5000 cardholders
27% open rate
52% click-thru rate



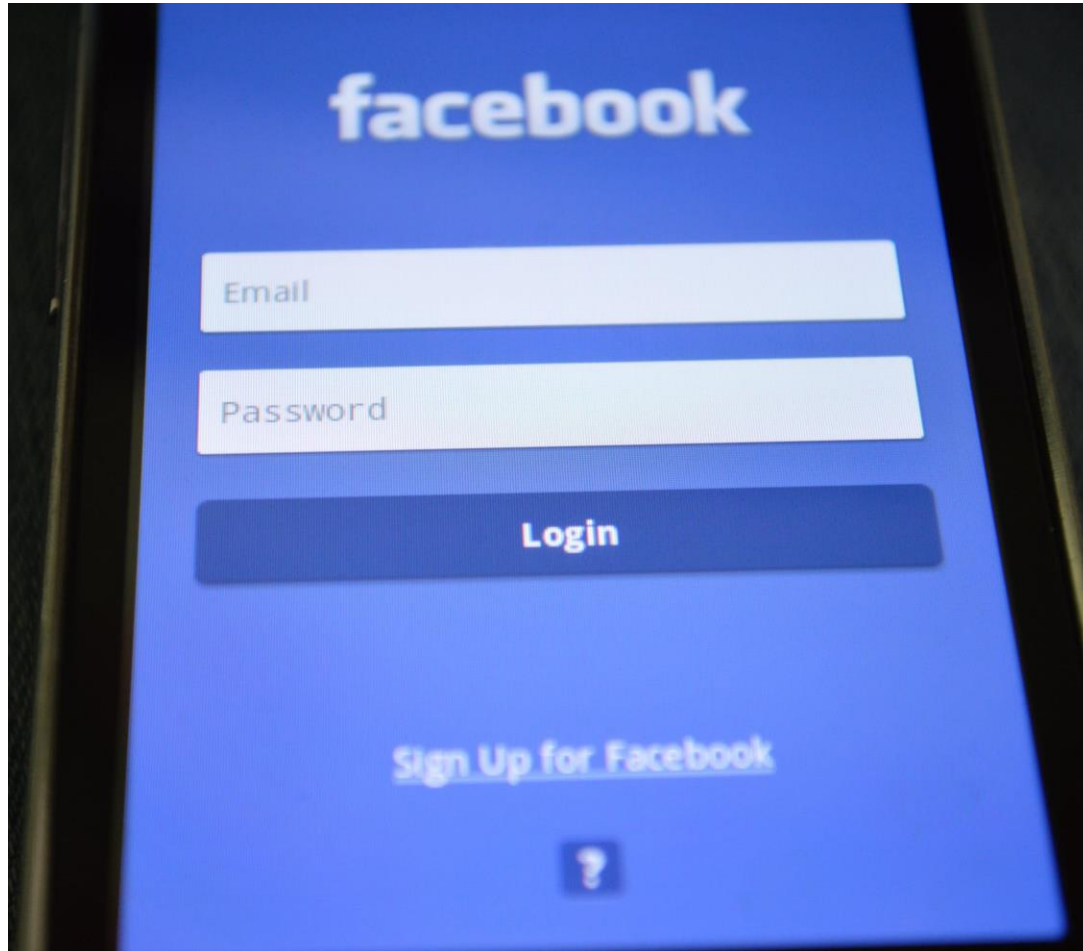
#7: Follow
social media
best
practices.




The face you make when you find out the algorithm changed... again.




Facebook specific **best practices**



- ✓ Post once a day
- ✓ Current best time is 11 a.m.
- ✓ Avoid weekends and weekdays after 5 p.m.


 **Pewaukee Public Library**
December 27, 2020 at 2:00 PM · 🌐

📖 What have the staff at the Pewaukee Library been reading this year? Here's just a few of our favorites! Click to find more books we loved and to place holds: <http://bit.ly/ppl2020faves>




👍❤️ 7

2 Comments 1 Share

 **Dodgeville Public Library**
January 4 at 9:54 AM · 🌐

Free WiFi Access has been extended to cover the block surrounding the Dodgeville Public Library. Computers are available for use in the library by appointment. Computers & WiFi will be available by the end of January at the new Library Annex located at 301 N. Iowa St.



WPR.ORG

Report: Rural Areas Of Wisconsin Suffer From Major Gaps In Broadband Access

👍 13

Instagram specific **best practices**



- ✓ Post to feed twice a week
- ✓ Post to stories every day
- ✓ Most active during the day
- ✓ Avoid evenings
- ✓ Use hashtags for reach.



oshkoshpubliclibrary • Follow

Oshkosh, Wisconsin



oshkoshpubliclibrary Sock 🧦 DIY
Kits for adults are available starting today. Call 236-5205 to reserve for pickup (kits are limited).

❄️ Printed instructions are included in the kit.

❄️ A quick how-to video is posted on the library's YouTube channel.

❄️ We'd love to see your crafty creations! Tag us or use #opldiyathome to share your photos.

🧦 Have fun creating!

.

.

#oshkosh #oshkoshpubliclibrary #DIY
#librarydiy #takeandmake

5w



nartvduck art Cutel



Liked by [sustainuwo](#) and others

DECEMBER 7, 2020

Add a comment...

Post

Twitter specific **best practices**



- ✓ Tweet as much as you want.
- ✓ Active all the time.
- ✓ Best time is Friday morning.
- ✓ Use hashtags for reach.



Brantford Library

@BtfdLibrary

...

#TuesdayThoughts

If #aliens from the #GalacticFederation arrive, we're ready to communicate with them. 🛸



1:51 PM · Dec 8, 2020 · Twitter Web App

5 Retweets 1 Quote Tweet 35 Likes



LBPLFoundation

@LBPLFoundation

...

The @LBCityLibrary can help you turn your resolutions into results! Visit [LBPL.org](https://lbpl.org) to access the Library's many online resources and check out books that will help you reach your 2021 goals. #LibrariesTransform

BECAUSE TURNING
RESOLUTIONS INTO
RESULTS IS EASIER
WITH A LITTLE HELP
FROM YOUR LIBRARY.

LIBRARIES
TRANSFORM®
#LibrariesTransform

LIBRARIESTRANSFORM.ORG

ALA
American
Library
Association

8:59 PM · Jan 3, 2021 · Twitter for iPhone

1 Retweet 4 Likes

LinkedIn specific **best practices**



Experiment with LinkedIn!



Most active during workdays.



Cincinnati and Hamilton County Public Library

3,774 followers

3d • 🌐

Supporting our community: [#CHPL](#) is mobilizing to help distribute COVID-19 vaccines to distribution sites around the area. Learn more:



Library Steps up to Bring COVID-19 Vaccines to Communities | Cincy Library

[cincinnati.org](https://cincinnati.org/cincinnati-library) • 2 min read

👍 🌱 ❤️ 23 • 1 comment



Handley Regional Library System

35 followers

1w • Edited • 🌐

[+ Follow](#) ...

Did you know the Alamo Drafthouse Film Club donates the movies they show to [Handley Regional Library System](#)? You can see features from their film festival, award-winning masterpieces, movies that will make you laugh, cry, and become angry, or just plain ol' entertain you!

Here are all the details:

<https://lnkd.in/dY9jRef>

[#alamodrafthouse](#) [#winchesterva](#) [#librarypartners](#) [#librarymarketing](#)



Winchester Alamo Film Club DVDs at the Library

handleyregional.org • 2 min read

👍

Pinterest specific **best practices**



Toronto Public Library

torontopubliclibrary.ca · @torontolibrary · Explore our city & nation's past with treasured images from our Special Collections. Browse booklists & items that inspire you. Terms of Use: tpl.ca/onlinepolicy

3.8k followers · 90 following

320.2k monthly views

Follow

- ✓ Post in the evening.
- ✓ Pin books.
- ✓ Pin blog posts and videos.

AROMA CHEMISTRY

THE AROMA OF BOOKS

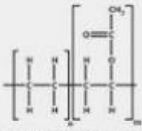
WHAT CAUSES THE SMELL OF NEW & OLD BOOKS?

BOOKS, BOTH NEW & OLD, WILL GIVE OFF SEVERAL HUNDRED VOLATILE ORGANIC COMPOUNDS (VOCs). THESE COMPOUNDS HAVE A VARIETY OF ORIGINS - SOME ARE THE PRODUCTS OF DEGRADATION, WHILST OTHERS ARE THE RESULT OF THE TYPE OF PAPER, BINDING ADHESIVE AND PRINTING INK USED IN THE MANUFACTURE OF THE BOOK. THE EMISSION OF THESE COMPOUNDS CAN ALSO BE USED AS A TOOL TO ASSESS DEGRADATION & CONDITION OF BOOKS.

NEW BOOKS

The odour of new books is contributed to by a mix of volatile chemicals which originate from the adhesive, ink, and the paper treatment methods used in the book.

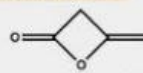
ADHESIVES



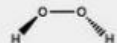
Modern day book binding adhesives are often based on 'co-polymers' such as that shown here. Some VOCs may originate from these compounds.

VINYL ACETATE ETHYLENE

PAPER & INK



ALKYL KETENE DIMER
(adds water resistance)



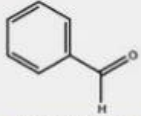
HYDROGEN PEROXIDE
(bleaching agent)

In the paper-making process, the paper is treated with a variety of chemicals, to achieve desired properties. Some of these chemicals could contribute to the release of VOCs. Additionally, petrochemicals used as solvents for inks can also contribute.

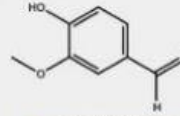
OLD BOOKS

Over time, the gradual breakdown of the cellulose & lignin contained in paper leads to the production of large numbers of different organic compounds.


SELECTED COMPOUNDS & THEIR INDIVIDUAL ODOURS



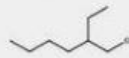
BENZALDEHYDE
Almond-like



VANILLIN
Vanilla-like



ETHYL BENZENE & TOLUENE
Sweet odours



2-ETHYL HEXANOL
Slightly floral

IN SHORT: No single chemical causes the odour of books. It's a result of a complex mix of volatile chemicals produced by chemicals used in their manufacture, as well as the gradual degradation of the chemicals within the paper.

©COMPOUND INTEREST 2014 - WWW.COMPOUNDCHEM.COM
 SHARED UNDER CC BY ATTRIBUTION NC ND LICENSE
 PICTURE: Public Domain

MAIN SOURCE: IDENTIFICATION OF VOLATILE ORGANIC COMPOUNDS EMITTED BY A NATURALLY AGED BOOK: A LATTUATI, D. G. 2004, JOURNAL OF CHROMATOGRAPHY A, VOL. 1040, PP. 1-10



Confessions of a Boo... ▼

Save

What Makes Old Books Smell Like Old Books?



Manatee County Public Library

399 followers

Following

Photos Comments

Tried this Pin?

Add a photo to show how it went

Add photo



Manatee County Public Library saved to **The Book Life**

What Makes Old Books Smell Like Old Books?



Lily's graduation



Save

[bhg.com](https://www.bhg.com)

This adorable crochet owl basket makes the perfect organizer for your desk essentials or an adorable DIY gift, because whooooo can resist an organizing solution that's this cute!?!/



Salem-South Lyon District Library

1.2k followers

Following

2 photos 4 comments



Tried this Pin?

Add a photo to show how it went

Add photo



Salem-South Lyon District Library saved to **DIY: Seasons, Holidays & Crafts**

This adorable crochet owl basket makes the perfect organizer for your desk essentials or an adorable DIY gift, because whooooo can resist an organizing solution that's this cute!?!/

#8: Make
time for data
analysis.





Videos

- ✓ Views, both live and on-demand
- ✓ Watch time
- ✓ Demographics

Emails

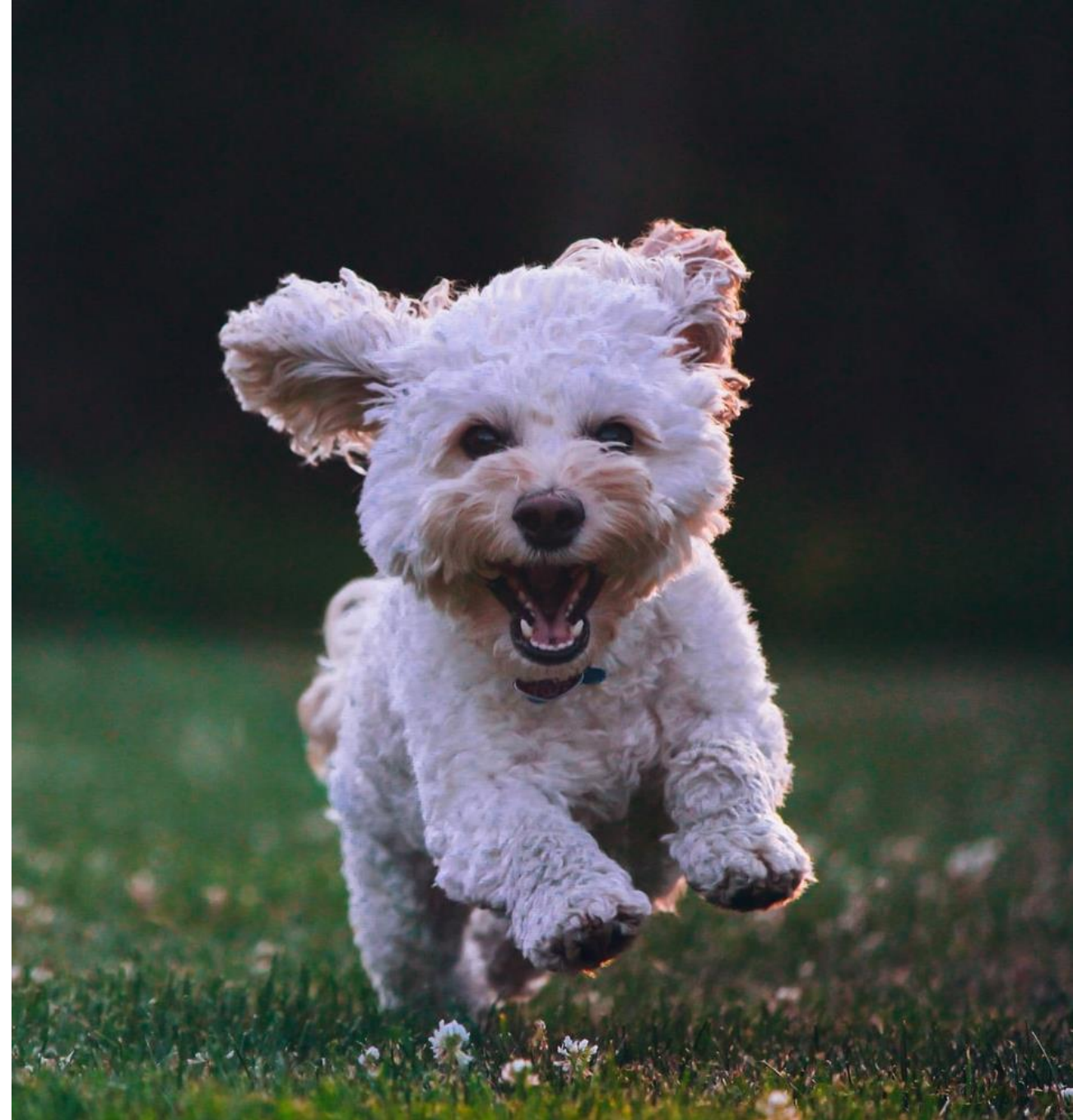
- ✓ Holds
- ✓ Checkouts
- ✓ Usage for digital collection

Social media

- ✓ Engagement
- ✓ Traffic to website
- ✓ Action



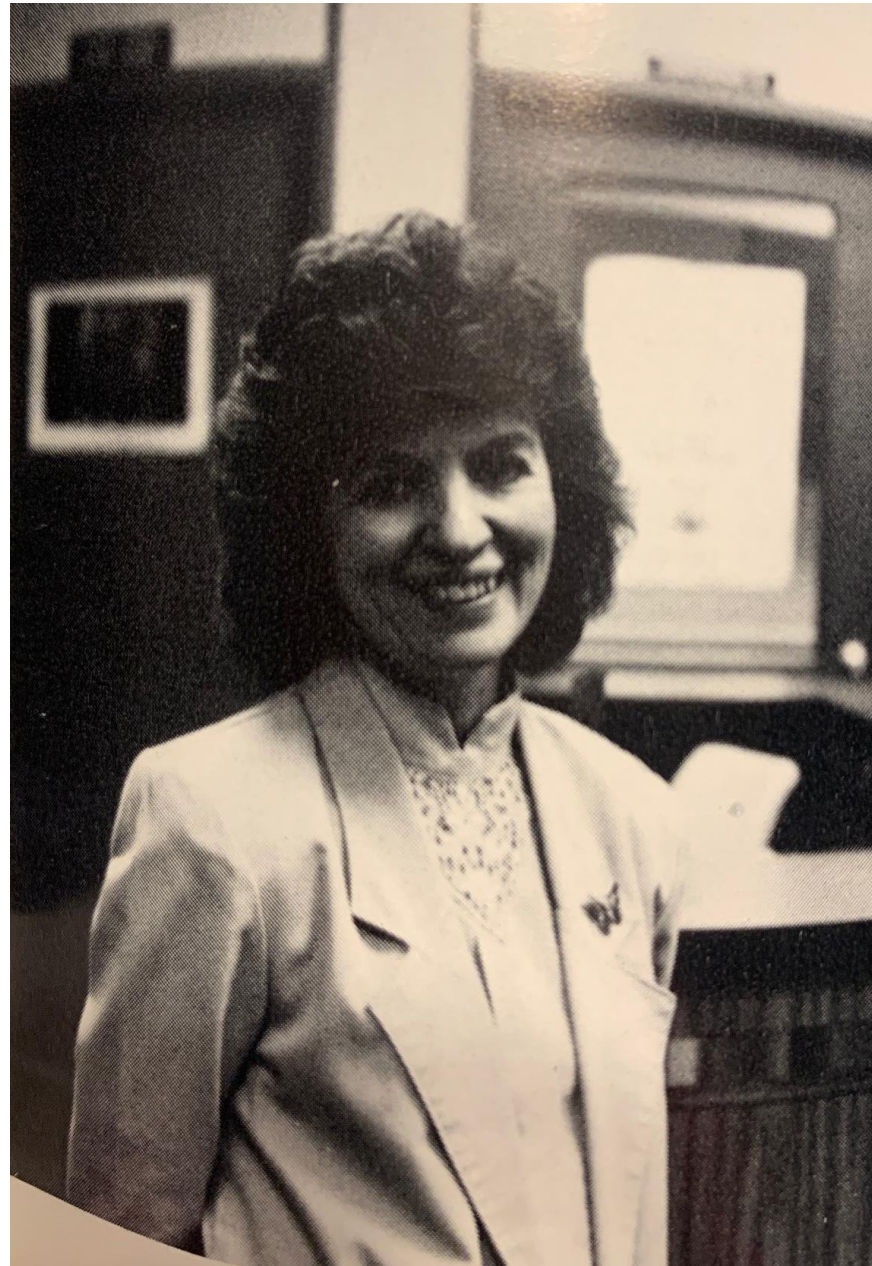
Data can
make your
work easier.



#9: Experiment!



Mrs. Karen Margraf,
coolest science teacher
ever





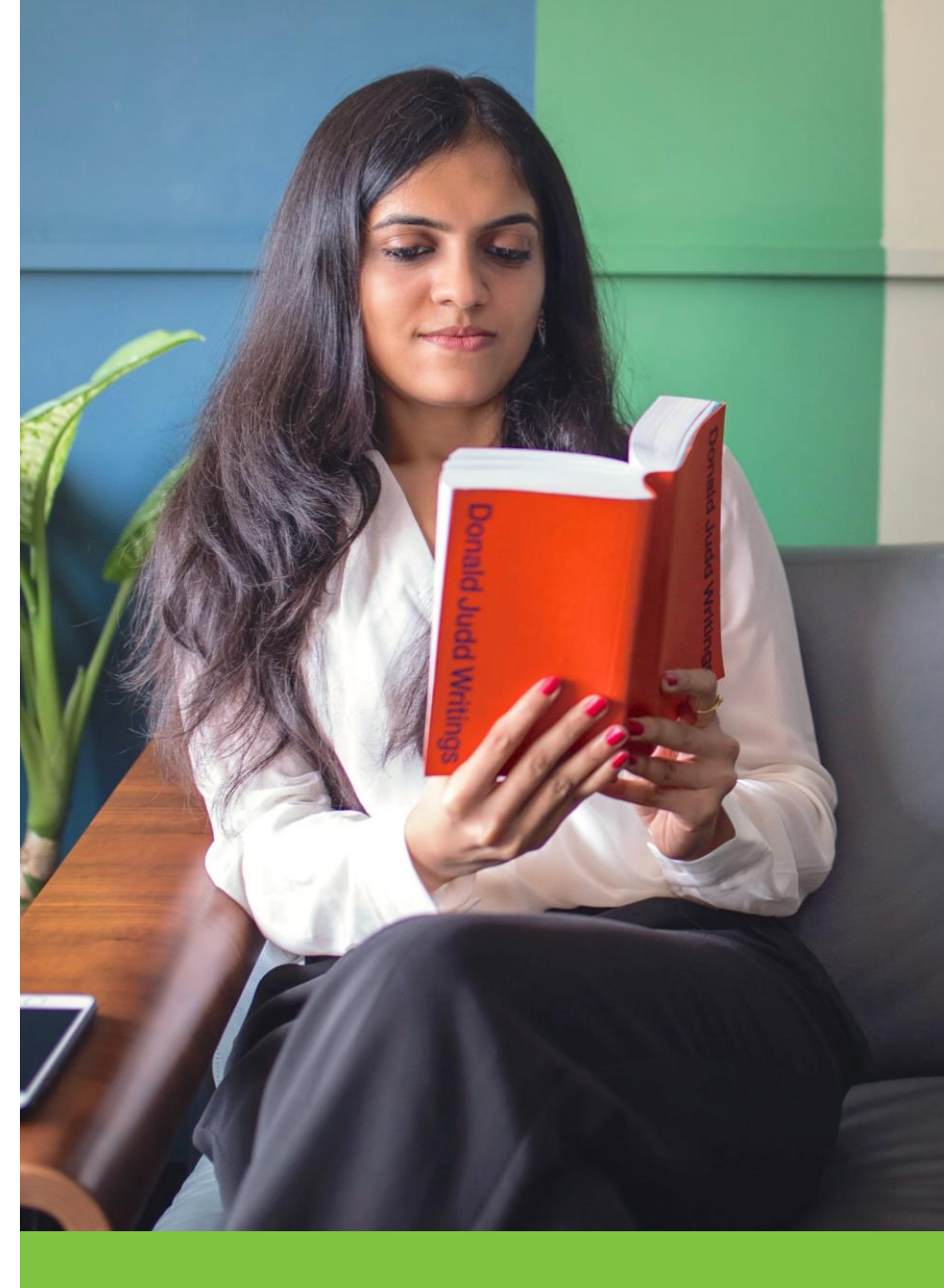
"This isn't working. Let's try again!"

#10: Use
your tools.



Social media

- ✓ Social Media Today
- ✓ Social Media Examiner



Marketing

- ✓ Total Annarchy newsletter from Ann Handley
- ✓ Library Marketing Book Club on Facebook
- ✓ Jay Acunzo "Unthinkable" podcast
- ✓ Andrew Davis's YouTube Channel





Learn about story elements.

LibraryAware templates and training.

Five tips to create amazing library digital signage

[LEARN MORE](#)

Too many BOOK CHOICES?

NextReads librarians
feel you, so they've
selected only the
best in your favorite
subjects and genres.

[FIND OUT MORE](#)

Event

Event
Event



Expand your library's reach

NextReads newsletters

NextReads newsletters deliver reading recommendations directly to patron inboxes. They are the ideal solution for busy librarians because they save staff time and help build connections to readers. NextReads newsletters are included with a subscription to LibraryAware.

Limitless possibilities

Unlike other newsletter solutions, LibraryAware offers more of what you need, with very few limitations. For example, you'll get:

- Unlimited subscribers
- Unlimited sends
- Unlimited users
- Unlimited image uploads

Readers' advisory templates

Create self-directed pathways that help readers discover books, whether they are wandering your stacks or browsing on their phone. LibraryAware includes hundreds of professionally designed templates for creating bibliographies, posters, reading maps, signs, bookmarks, and more.

The image shows two young girls sitting at a table, reading books. The girl on the left is wearing glasses and looking towards the camera with a slight smile. The girl on the right is looking down at her book. The entire image is covered with a semi-transparent orange filter. Overlaid on this filter is the text "Books and libraries have the power to **transform lives.**" in white, sans-serif font. The word "transform" is in a bold weight.

Books and libraries have the
power to **transform lives.**

**YOU
GOT
THIS**





Thank You! Questions?

Angela Hursh | SENIOR ENGAGEMENT CONSULTANT

@ ahursh@ebSCO.com

📞 984-243-2933

