

Library Marketing & Community Engagement

Library Advisory Board

October 28, 2025

Social Media Highlight: August

There was a lot of excitement about the next Bag of Books sale.

This Facebook post reached 24.7K users, was shared 100 times and received 182 reactions.



Social Media Highlight: September

Families were excited about the Stuffed Animal Sleepover.

This Facebook post about the event reached 13.4K users and received 34 reactions.



Social Media Feedback:



Burleson is so lucky to have this amazing staff.

Our family so enjoyed the Tuesday art days and scavenger hunts! Great job and thank you all so much!

With numbers like these, we need an expansion!

We love it there! And any book I request, y'all get it for me! Every single time.

That's one for the storybooks! Way to make reading the coolest thing this summer! Bravo!

[on the Stuffed Animal Sleepover]
This is the best idea I've heard of!



Social Media Feedback:



BTX has such amazing library programs!

We love our library! Thank you for all you offer!

You guys have been busy! Thank you all for what you do

My kids are always saying this is the best library ever! Great job, and thank you for all your hard work!

Amazing job! Amazing staff! Thank you Burleson Public Library for all you do for the community and beyond.

Y'all advance your community interaction exponentially every season. Congrats to an amazing staff!



Email Marketing Campaigns: City E-Newsletter

Goal: to provide general information to a broader audience in the city of Burleson each Friday. These items are also included in the City Manager's Weekly Report to City Council.

- Aug 1: Summer Reading Week 8 Recap, Welcome to Kindergarten Storytime
- Aug 8: Summer Reading Club breaks attendance records, Ask An Arborist, Back to School Shoe Charms
- Aug 15: Russell Farm Special Collection
- Aug 22: Crafting Party
- Aug 29: Read with Indy

Burleson Public Library News

Summer Reading Club Recap: Week 8

Week 8 was full of color, creativity, and a whole lot of pink. On Tuesday, kids and teens made beautiful pink creations at **Children's Art Day** and **Teen Art Hour**. That evening, teens whipped up some colorful treats at **Teen Simple Cooking for Unicorns**—a magical culinary adventure.



Wednesday morning, the **Texas Master Naturalists** wowed participants with their amazing program all about **Monarch Butterflies** and their **imposters**. Monty Monarch even read a story with a little help from the Cat in the Hat, followed by fun butterfly-themed crafts and activities. In the afternoon, it was time to think pink at the **Flamingo Party**. Families enjoyed a pink scavenger hunt, flamingo crafts, and delicious pink snacks.

Finally, on Saturday, teens had a flapping good time designing fabulous outfits for their lawn flamingos at **Dress Your Lawn Flamingo**—talk about fierce fashion!

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- Sep 5: Skins & Skulls with Cleburne State Park, Left On Read...An Introvert's Book Club
- Sep 12: Library Earns Accreditation, North Texas Giving Day & Friends of the Library
- Sep 19: All the Bells & Whistles, Hispanic Heritage Celebration
- Sep 26: Fall Button Bouquet, Stuffed Animal Sleepover

Burleson Public Library News & Programming

Skins & Skulls with Cleburne State Park

Discover the wild side of nature! Join the Burleson Public Library on **Tuesday, September 9, from 4–5 p.m.** for a fascinating presentation from a Cleburne State Park Ranger. Families will get the chance to see and learn about different animal skins and skulls up close while exploring the amazing wildlife found in our area. This hands-on program is both fun and educational—perfect for curious kids and nature-loving families.



Left On Read...An Introvert's Book Club

Calling all book-loving teens who want a low-pressure, laid-back reading space! Join the Burleson Public Library on **Tuesday, September 9, from 6–7 p.m.** for Left On Read... An Introvert's Book Club. Each month a different genre will be highlighted, with a selection of books available for you to choose from—or bring your own. September's focus is Fantasy, with plenty of middle grade and YA options ready to explore. Whether you want to chat about your book, keep it to yourself, or just enjoy some quiet reading time, this club is for you.



Email Marketing Campaigns: Monthly Newsletter

Goal: to provide general information to library users, sent to approximately 11,000 patrons monthly.

- 46.5% open rate
- August featured Book Club Kits
- September featured Library Card Sign Up Month

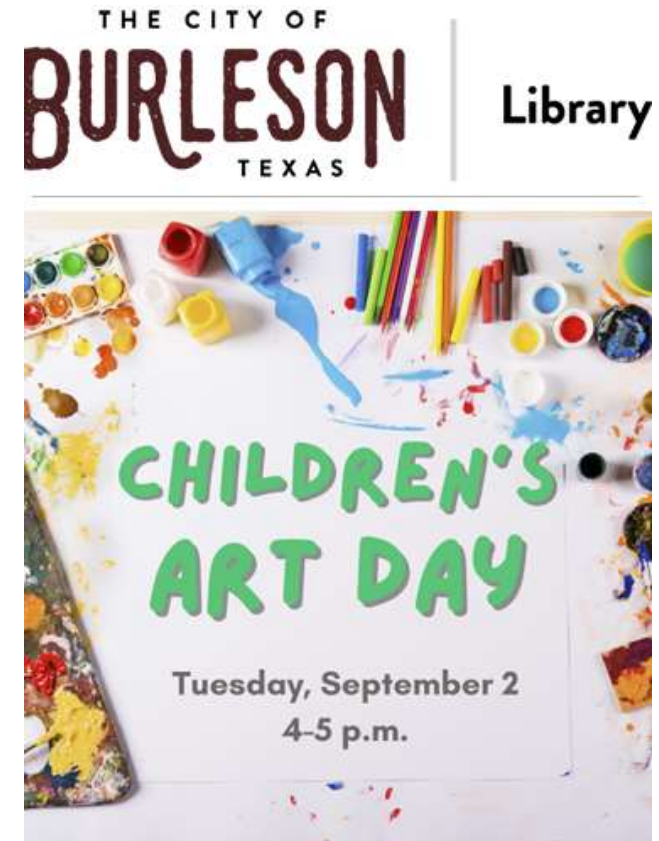


Email Marketing Campaigns: Program Newsletters

Goal: to provide age-specific program information to subscribers monthly.

- Adult Programs: 307 subscribers
 - 63.3% open rate
- Teen Programs: 303 subscribers
 - 57.6% open rate
- Children's Programs: 1,061 subscribers
 - 64.5% open rate

Library program attendance is up 20% from last year.



Children's Art Day

Tuesday, September 2, 4-5 p.m.

Join us for Children's Art Day on Tuesday, September 2, from 4-5 p.m.! We will provide craft supplies for open-ended craft time for families to enjoy. All ages are welcome to attend.

Email Marketing Campaigns: New Cardholders

Goal: to provide information to new cardholders and keep them engaged with the library. This is a series of 6 emails sent over the first 3 months.

1. General information, welcome to the library
2. Library of Things, we check out more than just books
3. Digital library
4. Programs and events
5. Online learning, tutoring and reading recommendations
6. Useful tips, how to get the most out of your library card

52% of new cardholders are still using their library card after one year. That is 2% higher than the average among our library peers.



We have activities for all ages and interests!

[Children's Programs](#)

A variety of free programs are available for families and children.

[Teen Programs](#)

We have a variety of free programs created just for teens.

[Book Clubs](#)

Our book clubs read and discuss a wide variety of fiction and nonfiction titles.

[Programs for Adults](#)

The library offers educational opportunities for adults, as well as crafting programs and other events.

[Groups & Meetups](#)

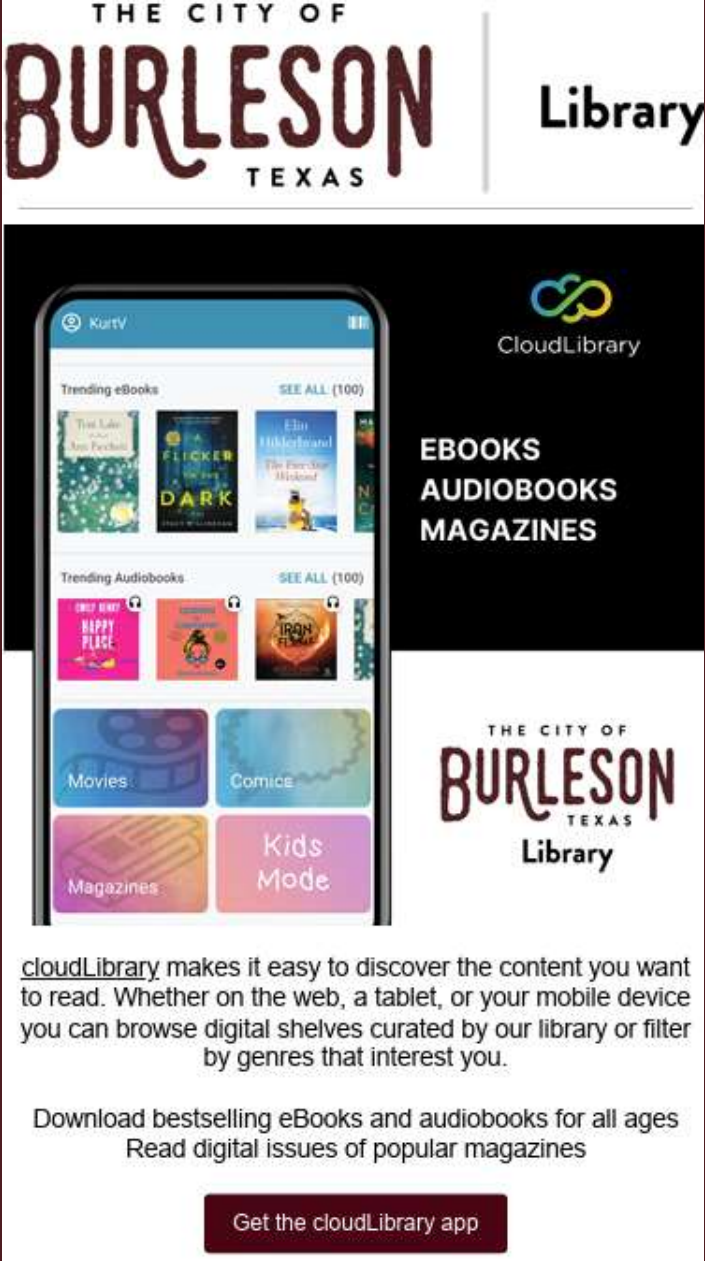
Come to the library and meet other people who share your interests.

Email Marketing Campaigns: Inactives & Occasionals

Goal: to re-engage lapsed users or occasional users and get them to use their library card.

- Check out Libby
- Check out cloudLibrary
- Featured new titles

In the past 3 months, 472 occasional users and 75 inactive users have re-engaged with the library after receiving one of these messages.



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cloudLibrary makes it easy to discover the content you want to read. Whether on the web, a tablet, or your mobile device you can browse digital shelves curated by our library or filter by genres that interest you.

Download bestselling eBooks and audiobooks for all ages
Read digital issues of popular magazines

Get the cloudLibrary app

Email Marketing Campaigns: Library Patron Clusters

Goal: to keep library users engaged by showing them relevant new titles, sent monthly.

- Bedtime Stories: users who check out children's print materials
- Page Turners: users who check out adult print
- Digitarians: users who check out adult digital

In the past 3 months, 1,732 users have used their library card within 7 days after opening one of these messages. 57 of those were re-engaged occasional users.



Postcard Marketing Campaigns: New Residents

Goal: to get new Burleson residents to sign up online for a library card.
324 postcards were mailed out in August and September.
Library card sign ups are up 2%.



Community Engagement:

Community Engagement Librarian Amanda Cadenhead currently serves as a Chamber of Commerce Ambassador.

In August and September, she represented the library at 3 ribbon cuttings for new businesses.

She also attended the Old Town Business Association meeting.



Questions/Comments

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