



# Library Marketing & Community Engagement

Library Advisory Board

August 26, 2025



## Social Media Highlight: February

Our Adult Spelling Bee post was very popular this month.

It reached 13.6K Facebook users and received 29 reactions.



**Burleson Public Library**  
Published by MG Gorman  
February 13 at 2:15 PM · 🌐

Join us Tuesday, March 4th at 6 p.m. at the Old Texas Brewing SkyBar for our Adult Spelling Bee! Get your team of 2 to 6 together for some spelling fun 🐝 Get there a bit early to order some tasty appetizers and yummy beverages.  
Team members must be 18+ years old. Spectators welcome.  
Click here for more details: <https://www.burlesontx.com/2392/Adult-Spelling-Bee>



18+ only

Get your team together!  
**ADULT SPELLING BEE**  
March 4  
Bee starts at 6 p.m.  
Old Texas Brewing Skybar  
Bring a team and join the fun!

OLD TEXAS BREWING CO. | THE CITY OF BURLESON TEXAS | Library

See insights and ads [Boost post](#)

👍❤️ 29 12 comments 21 shares

👍 Like 💬 Comment ➦ Share



Social Media Feedback: February is Love Your Library Month, so we asked our users why they love their library.



Burleson Public Library has so much to offer their community.

All the events are fun and free, the staff is amazing and the selection of books, magazines and all the periodicals y'all have is incredible. Grateful for my Burleson Library!



Love this blind date with a book shelf!! Reading books I never would have picked up.

Love the library; nicest staff with clever displays, fun programs and events, and of course access to so many books



Such a fun and creative way to discover new books!  
Who's ready for a blind date with a great read?  
—Local Life Magazine

# Social Media Feedback: February is Love Your Library Month, so we asked our users why they love their library.



All the events y'all host  
are amazing!

Love the kid library crew

This library continues to be a stand  
out department with a staff that  
cares for all of our citizens and  
brings programs for everyone.

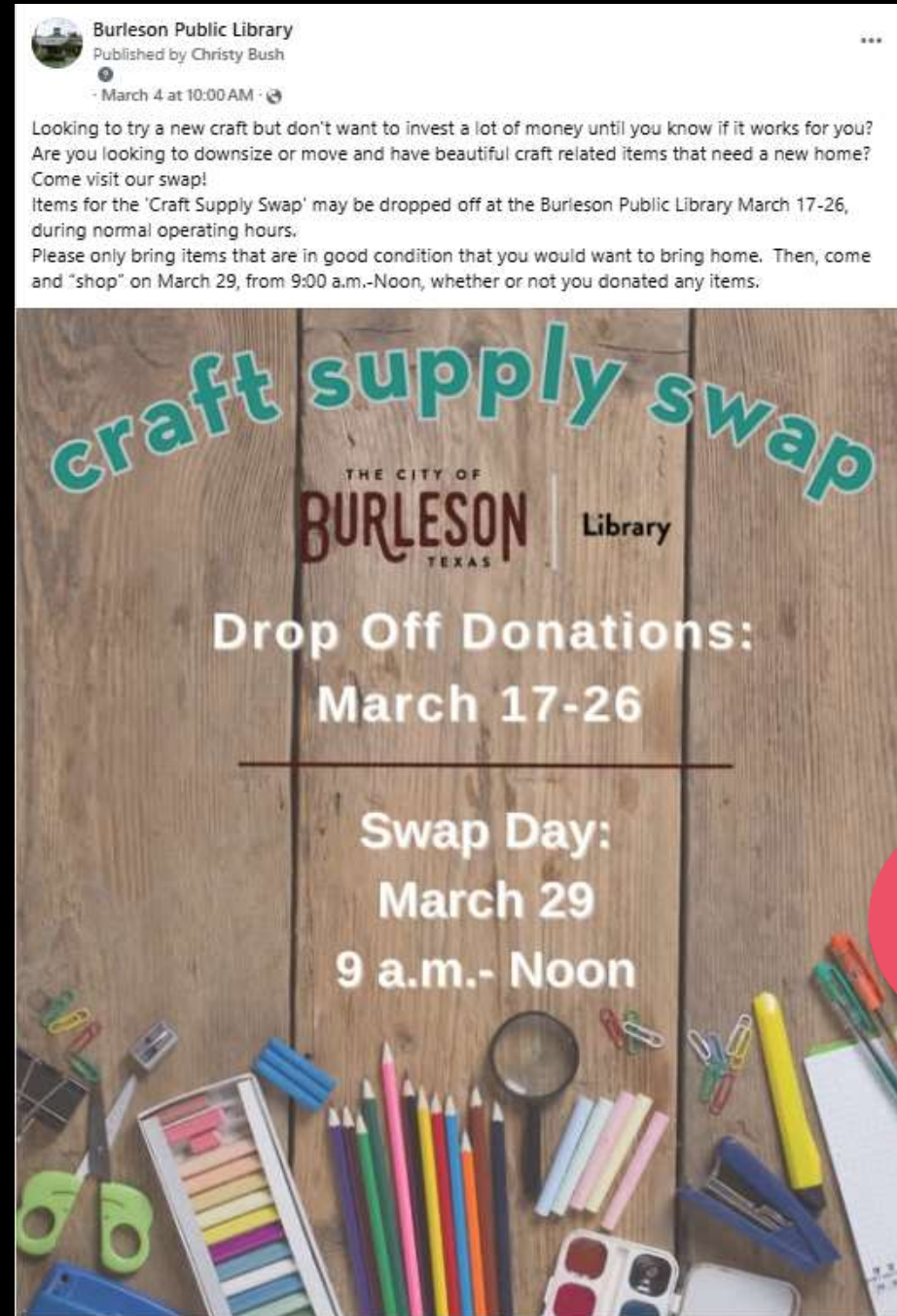
Beware first lines..."The man in Black fled across  
the Desert, and the Gunslinger  
followed"...Because they turn into series...And I'm  
still reading it.



The staff is always so friendly and helpful

## Social Media Highlight: March

The community was excited about our Craft Supply Swap last month. This post reached 9.6K Facebook users and received 30 reactions.





# Social Media Feedback: March's Craft Supply Swap



Leia has been sewing since we came back!!  
We even scored a cute box to keep her  
supplies a little organized

Thank you for hosting the swap! I  
look forward to trading some  
supplies at the next one.

This is an awesome idea! I will be suggesting  
this to my local library!

It was a great event! Thank you to  
everyone who donated craft supplies.

My 10yo daughter just bought a sewing  
machine with her own money and was able  
to get fabric at this event to practice little  
projects! Thank you so much!!

It was really nice meeting other  
crafters...maybe even picking up  
a few new hobbies





## Social Media Feedback: March



On the Friends of the Library Craft Fair:

We had so much fun! Thanks for letting 'my kids' be a part of it!

We enjoyed the craft sale at the Senior Center, made sure to contribute to support the Library, bringing home a few treasures. Lunch available on site, & free frozen custard from Andy's.

On Libby, CloudLibrary and hoopla:

Thank you for offering these. I use one of them almost daily.

A really awesome resource we love using!



## Social Media Highlight: April

Library staff had a little fun with April Fools Day this year. This post reached 12.2K Facebook users and received 367 reactions.





## Social Media Feedback: April



I'm so proud of the people at this library

On the disc golf kit:  
This is awesome!

On the pollinator garden:

Love this 

When needed books are the perfect remedy

Thank you to all of you!  
#loveyourlibrary

On the teen April Fools program:  
My kids loved doing this, they didn't know  
what to expect with it being April Fools. Did  
not disappoint!

Thank you all for what you do  
for the community



# Social Media Highlight: May

This fun post about texting reached 21.8K Facebook users and received 250 reactions. Our followers love library humor.



Burleson Public Library  
Published by Christy Bush  
May 13 at 10:00 AM · 🌐

(CYMI), here is a handy guide to use when you think that your child is texting about libraries. Know the signs because, brb. 🤔 #burlesoncares #burlesonreads #teentextingcodes

**Is your child texting about libraries?**  
**Use this handy guide to find out:**

- lol:** Lots of libraries
- tbh:** That book's hot
- brb:** Books rock, bro.
- smh:** So much help
- lmao:** Let me ask online
- tttyl:** Talk to your librarian

Know the signs.

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See insights and ads [Boost post](#)

👍❤️👍 250 9 comments 34 shares





# Social Media Feedback: May



Bringing the community together  
through art and imagination!

On the HEB grant:  
Congratulations to the best  
Library in Texas!

We love our community library



Photos sent to us for Get  
Caught Reading Month:



# Social Media Highlight: June

The Bag of Books Sale during the first week of June got a lot of attention on social media. This Facebook post reached 13K users and received 117 reactions.



BTX





## Social Media Feedback: June



Absolutely LOVED the baby kangaroo!

Burleson Public Library rocks!

Congrats on another fabulous Burleson Public Library summer event! Their staff are awesomely talented!

I really love our library staff and all their wonderful ideas

On Touch a Truck:

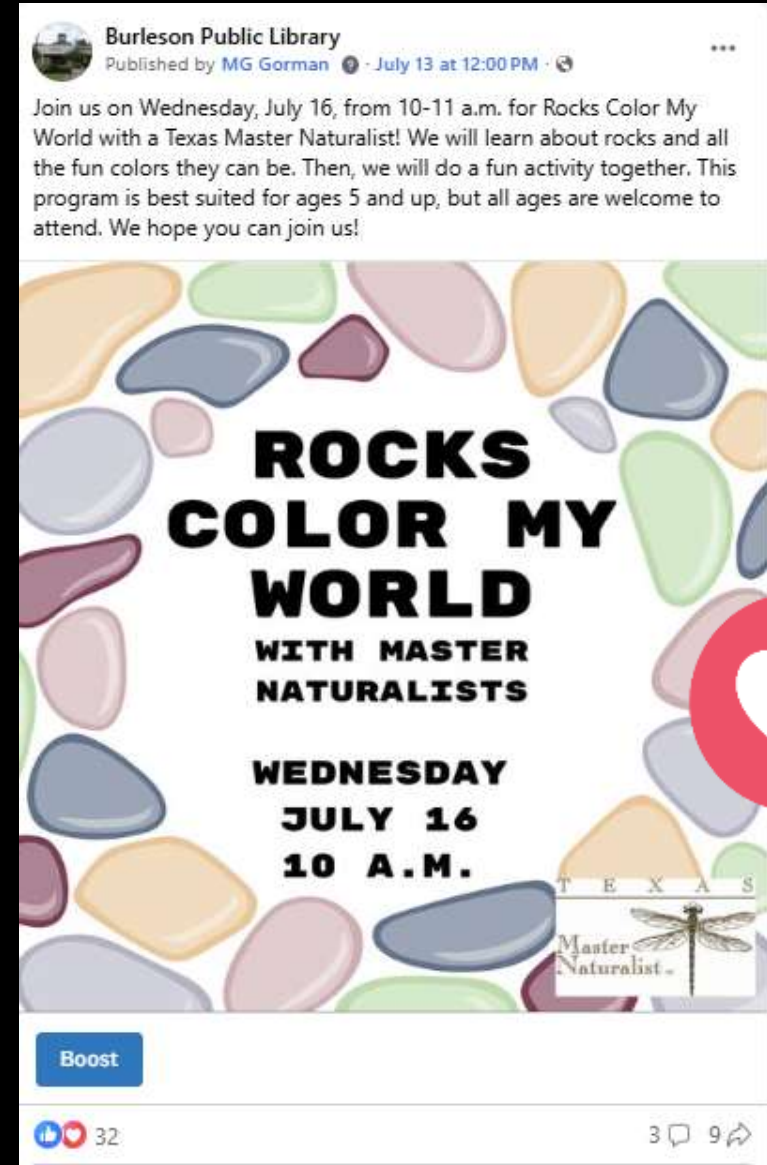
Thank you so much for this event! My kids had a blast!!!

When is the Summer Nerf Battle?



## Social Media Highlight: July

There was a great deal of interest in our Rocks Color My World program with the Texas Master Naturalists. This Facebook post about the program reached 8.2K users and received 32 reactions.





## Social Media Feedback: July

Our Burleson Public Library is the best.



On the American Girls doll kits  
from MetroShare:  
Such a good idea!  
This is amazing!

Another reason I love Burleson, our  
fantastic, educational and fun library!

We love all the activities at the  
library this summer!  
Thank you Friends of the Burleson  
Public Library and all the  
sponsors!!

Thank you Burleson Public Library and  
Friends of the Burleson Public Library for  
being AMAZING!! We love your programs  
during the summer and ALL year long!





# 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.

- Feb 7: Stuffie Vet Clinic, Fake Cake Trinket Boxes
- Feb 14: Achievement of Library Excellence Award
- Feb 21: Project Prom
- Feb 28: Adult Spelling Bee, Evening Storytime
- Mar 7: Pi-Day Pi-K
- Mar 14: Hunger Games Trivia Night
- Mar 21: Library Giving Day, Craft Supply Swap
- Mar 28: Library Giving Day

**Burleson Public Library Programming**

**Stuffie Vet Clinic**  
Saturday, February 8, 10 to 11:30 a.m.

Does your stuffed animal need a checkup? Bring your favorite plush pal to the Burleson Public Library's Stuffie Vet Clinic on Saturday, February 8. This fun, come-and-go event will feature a small craft and various stations to make sure your stuffie is healthy from head to tail. All ages are welcome to attend—no appointment necessary.



**Fake Cake Trinket Boxes**  
Tuesday, February 11, 6 p.m.

Join the Burleson Public Library for a fun and creative evening making fake cake trinket boxes. Participants will decorate small boxes to look like vintage cakes using spackle and craft supplies—no baking required. This event is for ages 18+ only, and supplies are limited, so be sure to arrive on time. Don't miss out on this sweet craft night.



[Follow the Library on Facebook](#)

[Follow the Library on Instagram](#)



# 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.

- Apr 4: A Special Donation to the Library
- Apr 11: National Library Week, Teen DIY Easter Eggs
- Apr 18: Mad Scientist Party, Zine Night
- Apr 25: National Library Week (featuring Betsy Kocsis, a library volunteer), Stories & Snacks, Teen Fairy Gardens
- May 2: Pickleball Kit
- May 9: Employee of the Quarter, AARP Tax Filing Statistics, Summer Reading Club, Evening Storytime
- May 16: Cliburn Adopt-a-Competitor Concert, Family Game Night, Human Trafficking Awareness, DIY Sprinkler Repair
- May 23: Summer at the Library grant, Human Trafficking Awareness, DIY Sprinkler Repair
- May 30: Collaborative Art Day, DIY Sprinkler Repair

## Burleson Public Library News

### A Special Donation to the Library

On Monday, March 31, the library received a very special donation from Barry Phillips. Barry presented the library with a copy of *Saving Lucky*, an autobiographical picture book by Amon G. Carter III, which tells the true story of a rescued bird given a second chance at life.



Barry, a Burleson native, is a two-time Emmy Award-winning art director for the PBS television series *Wishbone* and wrote the review featured on the book's back cover. He is also the owner of the Renfro-Clark House, which holds historical significance as the site of Burleson's first library. The house is beautifully depicted in the mural decorating the children's area of the library, making this donation even more meaningful.

The library is grateful for this generous contribution and the opportunity to share this inspiring story with the community. [Request the book here.](#)



# 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.

- Jun 6: Community Quilt Project
- Jun 13: Summer Reading Week 1 Recap, Mystery Night, Touch a Truck
- Jun 20: Summer Reading Week 2 Recap, Playing Card Upcycled Crafts
- Jun 27: Summer Reading Week 3 Recap, Community Quilt Project
- Jul 4: Summer Reading Week 4 Recap, Special Guest Storytime with Fire Marshall Rob Moore
- Jul 11: Summer Reading Week 5 Recap, Adventure of the Missing Color
- Jul 18: Summer Reading Week 6 Recap, Summer Reading Club sponsors
- Jul 25: Summer Reading Week 7 Recap, Mini Mock Masterpieces, DIY Tote Bags, Snacklaces

## Burleson Public Library News & Programming

### Summer Reading Club Recap: Week 2

Week 2 of Summer Reading Club was full of creativity, curiosity and color. On June 10, children and teens participated in open-ended art programs and wowed us with their imagination and artistic skills—Burleson is home to some amazing young artists! That same evening, families got up close and personal with a variety of fascinating creatures during the “All About Animals” show, featuring a chinchilla, hedgehog, sugar gliders and even a scorpion.



Teens returned on Wednesday, June 11 for our colorful “Taste the Rainbow” program, sampling foods in every hue of the spectrum. The week wrapped up on Saturday with a special “Brown Bear, Brown Bear” Storytime, and a jungle-themed Magic Tree House Book Club, where families explored *Afternoon on the Amazon* through fun hands-on activities. What a great week at the library!

[Sign up for Summer Reading Club](#)  
[Summer Reading for Children](#)  
[Summer Reading for Teens](#)  
[Summer Reading for Adults](#)

# Email Marketing Campaigns: Monthly Newsletter



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

- 44.7% open rate
- February featured CityFest, AARP Tax-Aide and Baking Kits.
- March featured the Achievement of Library Excellence Award, The Friends of the Library Craft Fair and 3D pen kits.
- April featured National Library Week, Library Giving Day and the disc golf kit.
- May featured Summer Reading Club, Cliburn Adopt-a-Competitor, and the pickleball kit.
- June featured Summer Reading Club and camping gear.
- July featured Summer Reading Club and jigsaw puzzles.
- Each issue also features the 10 to Try challenge for that month, along with program highlights.



# Email Marketing Campaigns: Program Newsletters

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

During Summer Reading Club, children's and teen newsletters were sent out weekly.

Adult Programs: 248 subscribers

- 62.5% open rate

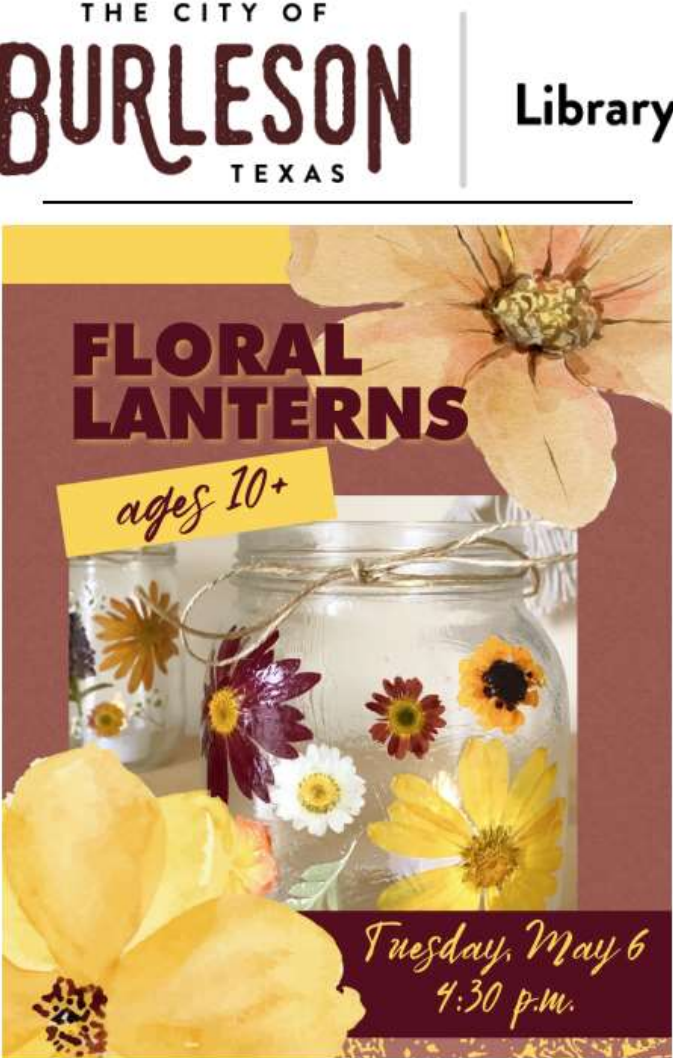
Teen Programs: 265 subscribers

- 57.6% open rate

Children's Programs: 918 subscribers

- 60.6% open rate

Library program attendance is up 26% from last year.



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**FLORAL LANTERNS**

*ages 10+*

*Tuesday, May 6  
4:30 p.m.*

**DIY Floral Lanterns**  
Tuesday, May 6  
4:30 to 5:30 p.m.

Teens ages 10 and up can join us to make their own spring themed floral lantern.



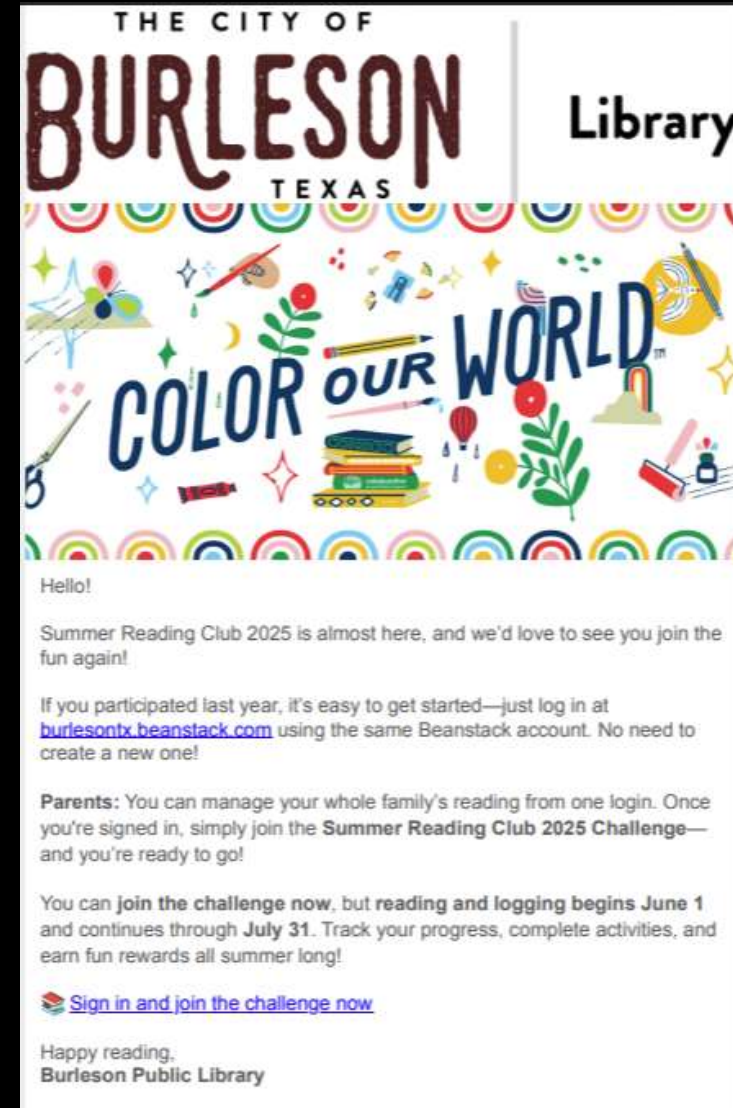
# Email Marketing Campaigns: Summer Reading Club

Goal: to encourage last year's Summer Reading Club participants to sign up again this year.

Sent to cardholders who participated in the library's 2024 Beanstack challenge.

The message had a 64% open rate, and 807 individuals signed up for the 2025 Summer Reading challenge.

This is a 80% increase in participation over last year.

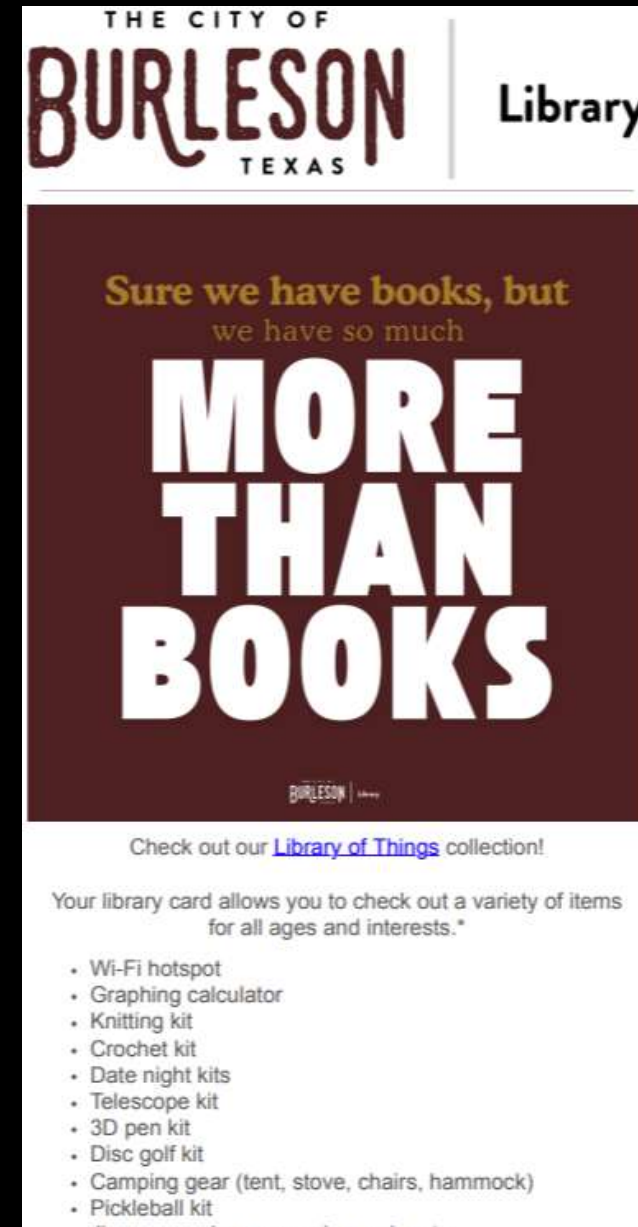


# Email Marketing Campaigns: New Cardholders

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.



## 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, 422 occasional users and 85 inactive users have re-engaged with the library after receiving one of these messages.

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*Take a break, Dad.*



**Libby.**  
The library reading app

Borrow ebooks and audiobooks from our digital library and start reading today.

Download the [Libby](#) mobile app for your phone or tablet.

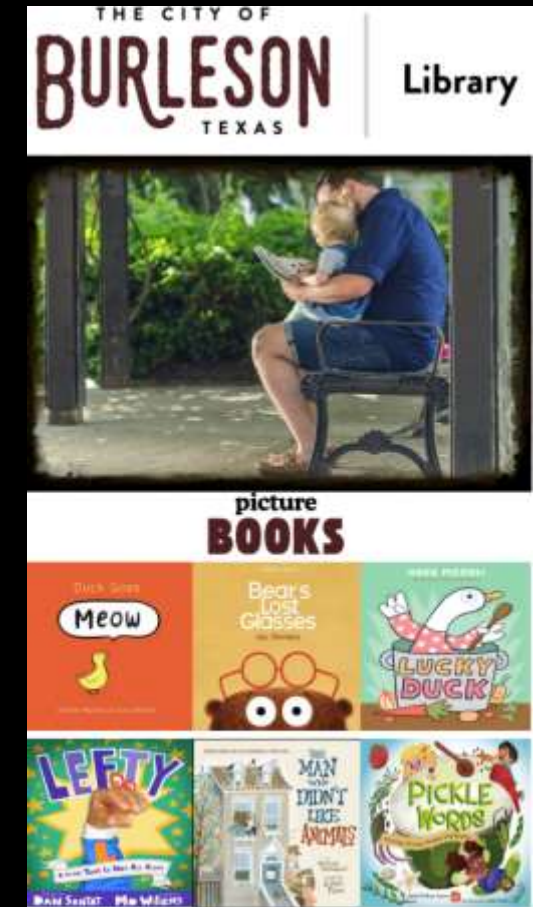
[Get the Libby App](#)

# 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, 1,675 users have used their library card within 7 days after opening one of these messages.





# Postcard Marketing Campaigns: New Residents

Goal: to get new Burleson residents to sign up online for a library card.

743 postcards were mailed out from February to July.

Library card sign ups are up 4%.

**Get your Library Card or eCARD online!**



Scan the QR Code to get started



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(817) 426-9209

The postcard has a dark blue background. At the top, the text "Get your Library Card or eCARD online!" is written in a bold, white, sans-serif font. Below this is a large white QR code. Under the QR code, the text "Scan the QR Code to get started" is written in a smaller white font. To the right of the QR code is an illustration of a laptop with a stack of colorful books on its screen, a small orange lamp, and a white cup of coffee. At the bottom right, the text "THE CITY OF BURLESON TEXAS Library (817) 426-9209" is written in a white, sans-serif font.

# Community Engagement: Friends of the Library Annual Membership Meeting



Deputy Director Sara Miller addressed the Friends of the Library annual membership meeting on February 20.

She shared information about library services and programs, the library's master plan and facility study, and how members of the community can get more involved with the library.

A flyer titled "GET INVOLVED" for the Burleson Texas Library. It is divided into three main sections: "DONATE DONATIONS", "FRIENDS OF THE LIBRARY", and "LIBRARY ADVISORY BOARD". The "DONATE DONATIONS" section includes a list of accepted items (books, DVDs, etc.) and a list of non-accepted items (magazines, etc.). The "FRIENDS OF THE LIBRARY" section features a graphic of books and the text "FRIENDS of Burleson Public LIBRARY". The "LIBRARY ADVISORY BOARD" section includes a list of meetings and a graphic of hands raised in a heart shape. The flyer also includes a "VOLUNTEER" section with a graphic of hands raised in a heart shape.

**THE CITY OF BURLESON TEXAS | Library**

## GET INVOLVED

### DONATE DONATIONS

THE CITY OF BURLESON TEXAS Library

Donations are accepted on Fridays 9AM-5PM. Please call 281-541-4236 for more information.

One medium-sized box per household per week.

| Accepted Donations        | Not Accepted                               |
|---------------------------|--------------------------------------------|
| • Books in good condition | • Magazines                                |
| • DVDs                    | • Newspapers                               |
| • Blu-rays                | • Video tapes or cassettes                 |
| • Music (CDs)             | • Computer software                        |
| • Audio books on CD       | • Self-published books                     |
| • Non-fiction books       | • Encyclopedias                            |
| • Picture books           | • Books with marks, water damage, or tears |
| • Board games             |                                            |

### FRIENDS OF THE LIBRARY

FRIENDS of Burleson Public LIBRARY

### LIBRARY ADVISORY BOARD

Meetings

- 4 per year
- The Library Board meets quarterly or as needed
- Burleson Public Library Conference Room
- 2805 SA Johnson Avenue
- Burleson, TX 76028-4236

### VOLUNTEER

# Community Engagement: Summer Reading Club School Outreach



Youth Services Librarian Becky Fowler visited 7 elementary schools and spoke to 31 different groups about Summer Reading Club.

Every school received Summer Reading bookmarks, and Burleson ISD shared our Summer Reading challenge and program calendar with all of their students in grades PreK-5.





# Community Engagement: Chamber of Commerce

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

Since February, she represented the library at 22 ribbon cuttings for new businesses. She also attended the Burleson Business Showcase (along with the Friends of the Library) and the monthly meetings.

Chamber Network at Night was at Elk Creek Assisted Living and staff created library cards for residents during the visit.

At Business over Breakfast, Amanda spoke about library services and programs.





# Community Engagement: Other organizations

The Community Engagement Librarian also represented the library at:

- Old Town Business Association
- Johnson County Hunger Coalition
- Public Library Managers of North Texas





# Community Engagement: Library Giving Day

Library Giving Day is a national fundraising event held each April that encourages people who value libraries to support them financially. The Friends of the Library participated this year for the first time.

The City's Marketing and Communications staff created publicity for social media, e-newsletters and our website. HEB sponsored yard signs and bookmarks for all Texas libraries participating in the event.

The Friends of the Burleson Public Library raised \$6,843 as a result.





# Questions/Comments

Sara Miller

Deputy Director-Library

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817-426-9203