



Library Marketing & Community Engagement

Library Advisory Board

Nov 26, 2024





Social Media Highlight: September

During the month of September, the library shared 82 posts on Facebook, reaching 55.7K accounts.

September's top performing post promoted a fun art project inspired by the book *There's a Ghost in This House* by Oliver Jeffers.

This post reached 13.2K Facebook users.





Social Media Feedback: September



Ya'll are awesome!!

We have the best library! I know the kiddos love seeing their special stuffies having all the fun!

Thanks for the fun sleepover!



My daughter loved seeing what Fang was up to!

Ya'll are the absolute best

I see my grandboy's Alien!
LOL! I love that you guys do this for the little ones! Stuffie Sleep Over is amazing!





Social Media Highlight: October

Our friendly library ghosts visited locations all over Burleson, boosting engagement with our Facebook and Instagram pages.

This post reached 20.9K Facebook users and received 128 reactions.



Top fan
Christy Turpen Bush
I love how no one in the background even notices the ghostie besties! 😂

👍👍👍 128

Top fan
Phyllis McCauley Richards
This is great. 😊

Heather Archer
You two are the BEST! 🤩🤩

Burleson Fire / EMS Department
We were truly scared! 🤩🔥🚒

Jessica Pounds
The Two Boo Crew 🤩👉👉👉

Top fan
Theresa Wesley
Love these two



Social Media Feedback: October



My dream job is to drive the library van!

We had so much fun! Thank you for continuing to have these events! We have had a great time as a family reading and discussing the books together. We are so thankful for Burleson Public Library

We love the library!

So much stressless fun!!





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.

- Sep 6: Texas Book Festival Grant, Play and Learn Workshop, Teen Art Club
- Sep 13: Book Walks and Talks
- Sep 20: Young Builders Club Cardboard Edition
- Sep 27: Teen Spooky Movie Nights
- Oct 4: Teen Lounge
- Oct 11: Library Accreditation, Día de los Muertos Stories & Sweets
- Oct 18: Paper Ornaments Adult Craft
- Oct 25: Baby Fall Sensory Storytime

Library News

Library Receives \$2,500 Texas Book Festival Grant


The Burleson Public Library has been awarded a \$2,500 Collections Enhancement Grant from the Texas Book Festival. This generous grant will allow staff to expand the library's collection with a new set of VOX books for children. VOX books are an innovative format that combines a print book with a built-in audio reader, making it easy for young readers to listen to and follow along with the story.



The Texas Book Festival has supported public libraries across the state since 1995, providing grants to help enhance library collections and promote literacy in communities. Their funding comes from book sales during the Texas Book Festival weekend and generous donations from supporters. To date, more than 640 libraries have received grants totaling over \$3.6 million.

Upcoming Library Programs

PLAY AND LEARN WORKSHOP




Tuesdays, Sept. 10-Oct. 8
10-11:30 a.m.
12-36 months of age

Play and Learn Workshop
Tuesdays, September 10 to October 8, 10-11:30 a.m.

Play, learn and grow with your toddler (12-36 months) in an informal setting with other parents and toddlers. Children should be between 12 and 36 months at the time of the program. Siblings under the age of 5 may attend with their sibling and parent(s) or caregiver.

TEEN ART CLUB



Friday, September 13, 2-4 p.m.

Teen Art Club
Friday, September 13, 2-4 p.m.

Homeschool teens can join the Burleson Public Library for art club. Staff will teach a new technique or medium and work on projects. Teens can also use art materials to work on their own creative endeavors.

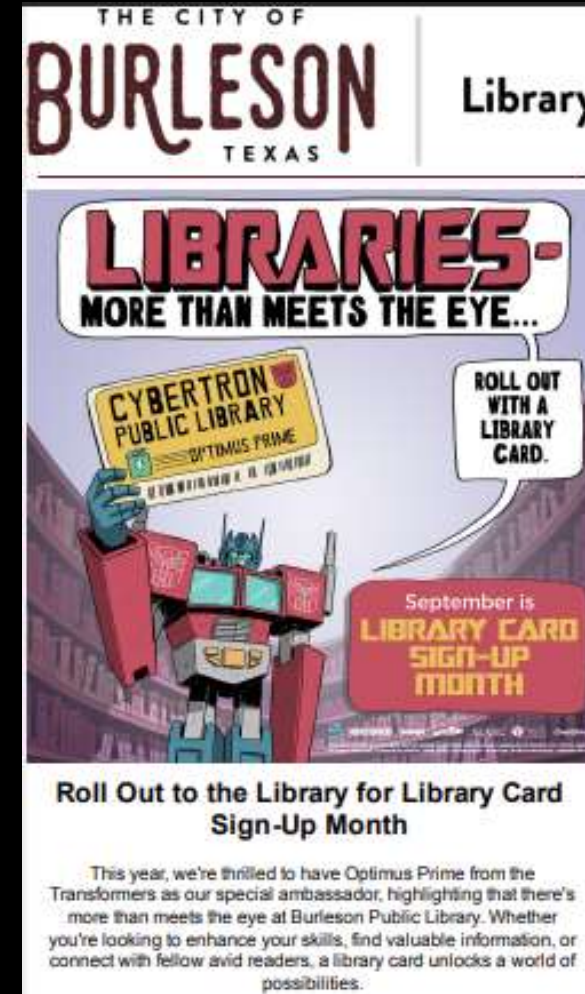
Follow the Library on Facebook | Follow the Library on Instagram



Email Marketing Campaigns: Monthly Newsletter

Goal: to provide general information to library users, sent to approximately 10,000 patrons monthly.

- 45.11% open rate
- September featured Library Card Sign-Up Month and HelpNow online tutoring.
- October featured the Texas Book Festival Grant and Novelist personalized reading recommendations.
- Each issue also features the 10 to Try challenge for that month, along with program highlights.





Email Marketing Campaigns: Monthly Programs

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

Adult Programs: 161 subscribers

- 64.7% open rate

Teen Programs: 225 subscribers

- 57.6% open rate

Children's Programs: 875 subscribers

- 64.8% open rate

Library program attendance is up 6% from last year.

THE CITY OF
BURLESON
TEXAS

Library

**PLAY AND LEARN
WORKSHOP**

Tuesdays, Sept. 10-Oct. 8
10-11:30 a.m.
12-36 months of age

Play and Learn Workshop (Ages 12-36 months)
Tuesdays, October 1 and 8, 10-11:30 a.m.

Play, learn and grow with your toddler (12-36 months) in an informal setting with other parents and toddlers. Your child should be between 12 and 36 months at the time of the program. Siblings

The flyer is for a 'Play and Learn Workshop' at the Burlison Texas Library. It features a blue background with a central image of colorful wooden blocks and toys. The text is in white and black, providing details about the program's schedule and age requirements.

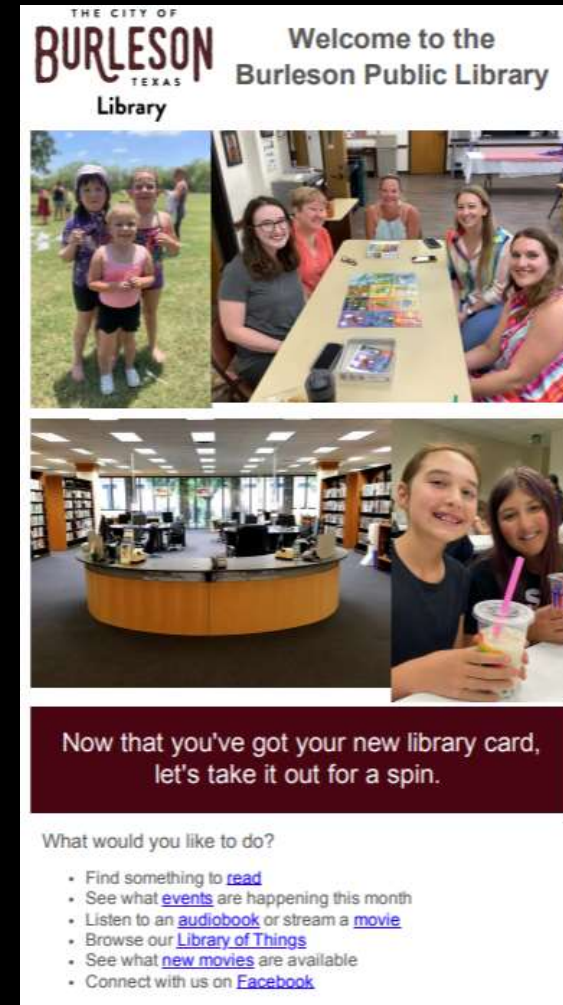


Email Marketing Campaigns: New Cardholders

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

55% of new cardholders are still active after one year (average is 50%).



The graphic is a vertical layout for an email campaign. At the top left is the logo for 'THE CITY OF BURLESON TEXAS Library'. To the right of the logo is the text 'Welcome to the Burleson Public Library'. Below the logo and text are two photographs: the top one shows a group of people outdoors, and the bottom one shows a group of people sitting around a table in a library. Below the photos is a dark red banner with white text that reads 'Now that you've got your new library card, let's take it out for a spin.' Below the banner is the question 'What would you like to do?' followed by a bulleted list of suggestions: 'Find something to read', 'See what events are happening this month', 'Listen to an audiobook or stream a movie', 'Browse our Library of Things', 'See what new movies are available', and 'Connect with us on Facebook'.

THE CITY OF
BURLESON
TEXAS
Library

Welcome to the
Burleson Public Library

Now that you've got your new library card,
let's take it out for a spin.

What would you like to do?

- Find something to [read](#)
- See what [events](#) are happening this month
- Listen to an [audiobook](#) or stream a [movie](#)
- Browse our [Library of Things](#)
- See what [new movies](#) are available
- Connect with us on [Facebook](#)



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





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, 1,496 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.

157 postcards were mailed out last quarter.

Library card sign ups are up 16%.

Get your Library Card or eCARD online!



Scan the QR Code to get started



THE CITY OF
BURLESON
TEXAS
Library
(817) 426-9209

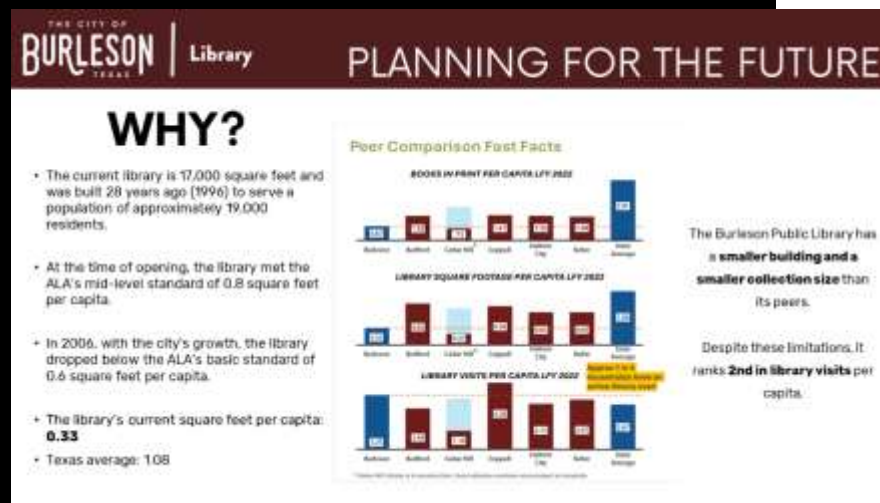
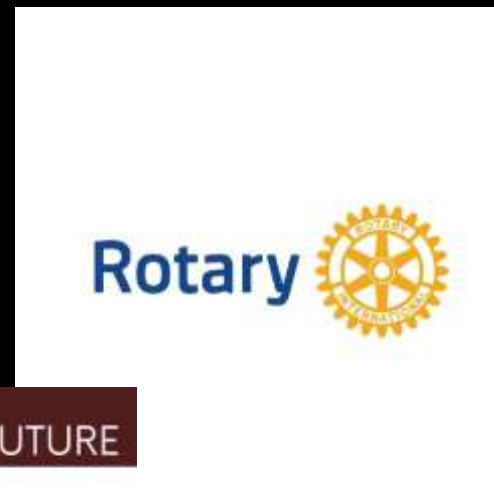
The postcard has a dark red background. On the left, there is a large QR code. To the right of the QR code is an illustration of a laptop with a stack of colorful books on its screen, a small orange lamp, and a white coffee cup on a saucer. Below the illustration is the text 'THE CITY OF BURLESON TEXAS Library (817) 426-9209'. The main headline 'Get your Library Card or eCARD online!' is in a large, bold, white font.



Community Engagement: Burleson Area Midday Rotary

Deputy Director Sara Miller addressed the Burleson Area Midday Rotary Club on September 10.

She shared information about library services and programs, as well as the library's master plan and facility study.





Community Engagement: Burleson Business Connections

Amanda Cadenhead (Community Engagement Librarian) spoke to the Burleson Business Connections networking group on September 25.

She shared information about library resources for small business owners.





Community Engagement: Chamber of Commerce

The Community Engagement Librarian is a Chamber of Commerce Ambassador.

During the months of September & October, she represented the library at 6 ribbon cuttings for new businesses, in addition to the Fall Chamber Luncheon, Business over Breakfast and the monthly meetings.

She is currently serving as Sergeant-at-Arms for 2024.





Questions/Comments

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