



Library Marketing & Community Engagement

Library Advisory Board

Sept 24, 2024





Social Media Highlights: July

During the month of July, the library shared 97 posts on Facebook, reaching 55.1K accounts.

July's top performing post announced that the library set an all-time attendance record for the month of June with 22,697 visitors.

This post reached 13.4K Facebook users and received 143 reactions.

📣 Exciting News! 📣

Your library set an all-time attendance record for the month of June, with an incredible 22,697 visitors! 🥳🥳

Thank you to our wonderful community for your continuous support and for making our library a vibrant and thriving place. Your love for learning, reading, and connecting has made this achievement possible. We look forward to serving you even better in the months to come!

#Li... See more



22,697 visitors in June

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BURLESON
TEXAS | Library


👍❤️ 143

8 comments 5 shares



Social Media Feedback: July



 Evelyn Makris DuBois
I love how the library is hands on active with our community. Thank you [Burleson Public Library!](#)

 Charlotte Vandervoort
We love our library 📖 I really enjoyed the painting by numbers events for adults 🍌🍌🍌❤❤❤

 Lauren Kolesar-Eatinger
Thank you for the [Narwhals and Waterfalls](#) visit! We LOVED it





Social Media Highlights: August

During the month of August, the library shared 82 posts on Facebook, reaching 37.5K accounts.

August's top performing post showed Wendy returning books to the Burleson Public Library in a way that is very #demure very #cutesy and very #mindful.

This post reached 14K Facebook users and received 252 reactions.



Social Media Feedback: August



 Top fan
Deb Deats
What a awesome library.



 **Leslie Ribinskas**
love Love LOVE ❤️ 🇺🇸 🏆 🏆 🏆 Thank you Burleson Public Library for all if the summer events & activities that you held for the young people of our community! My granddaughter greatly enjoyed it all!!

 Top fan
Brooke Leann Earney
We love the Burleson Library! Thanks for all you do

A photograph of a young girl with blonde hair, wearing a floral dress, holding a book and looking up.

 Top fan
Amber St Romain
Your library 📖 has seriously saved us when we moved here 4 years ago and brought us the best friends too

 Top fan
Joni Arnett
One of many favorites of Burleson is our amazing library! Thank you for all y'all do! ❤️





Library Featured in DFWChild Magazine

On July 31, our library was featured in DFWChild's article, *What to Borrow from Your Local Library of Things!*

"The diverse Library of Things at the Burleson's library is a treasure trove for kids of all ages and interests. From outdoor camping gear to a magic kit complete with a hat, wand, cape and props, the collection has something to spark every young imagination. The library also lends passes to the Fort Worth Museum of Science and History, Modern Art Museum of Fort Worth and Log Cabin Village, so your family can explore these cultural destinations without the burden of paying admission."



THINGS TO DO

What to Borrow From Your Local Library of Things

Maximize the power of your library card by checking out these kid-friendly items



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.

- July 5: Teen Ice Cream Party, Touch-a-Truck
- July 12: Summer Reading Club highlights, Fort Worth Museum of Science & History program
- July 19: James Wand Magic Show, Movie Night at Hidden Creek
- July 26: Community Art Challenge & Exhibit, thank you Summer Reading Club sponsors
- August 2: Welcome to Kindergarten Storytime, Read This! Meet Local Authors
- August 9: Summer Reading Club statistics, Smokey Bear's 80th birthday
- August 16: Library featured in DFWChild Magazine, Family Game Night
- August 23: Library honored for City Hall Selfie Day, Watch & Build Movie Marathon
- August 30: Friday Afternoon Matinees

Library Programming

Summer Reading Club Highlight: Teen Star Box Craft

Last Saturday, July 20, the Summer Reading Club craft program for teens featured a creative and fun activity: making lucky star origami boxes. Lucky star origami is a charming paper-folding art that involves creating small, five-pointed stars from strips of paper. These stars are then assembled into a decorative box, perfect for storing small treasures or as a thoughtful handmade gift.



Upcoming Summer Reading Program

Community Art Challenge & Exhibit: Adventure Begins

Get ready to unleash your creativity with the library's Diorama Challenge. The community is invited to create miniature dioramas inspired by the theme "Adventure Begins." Whether it's a thrilling quest or a magical journey, let your imagination run wild. To help get you started, the library will provide an item to include in the project—just ask at the service desk for your free item. Bring your completed diorama to the library between July 29 and August 3, and your masterpiece will be displayed through the end of August.



Here are the guidelines for the diorama:

- The theme is "Adventure Begins."
- Dioramas must be 6x6 inches or smaller.
- Use any materials you like.
- Ensure the diorama is freestanding and everything is securely attached.
- Include a label on the back or bottom with name and contact information.



Email Marketing Campaigns: Monthly Newsletter

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

- 44.8% open rate
- July featured Summer Reading Club, Gale Legal Forms and a thank you to the Friends of the Library and other sponsors for supporting summer programs.
- August featured the Cake Decorating Kit from the Library of Things and Newsbank digital newspapers.
- 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: 154 subscribers

- 65.5% open rate

Teen Programs: 231 subscribers

- 57.6% open rate

Children's Programs: 877 subscribers

- 52.6% open rate

Library program attendance is up 2% from last year.



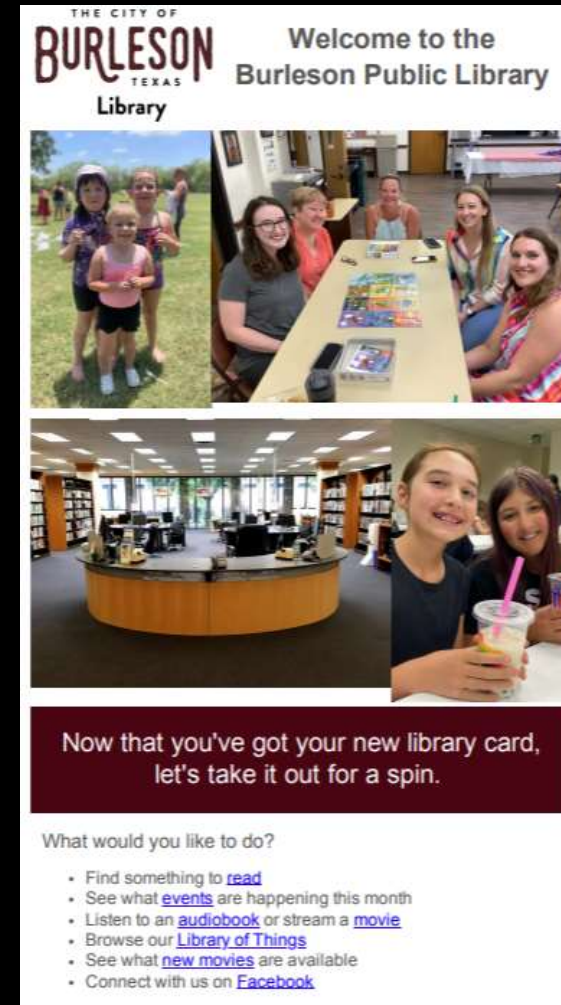


Email Marketing Campaigns: New Cardholders

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

54% of new cardholders are still active after one year (average is 48%).



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

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**Ease into
autumn with**
ebooks and audiobooks

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](#)

The image shows an email marketing banner for the City of Burleson, Texas Library. At the top left, it says 'THE CITY OF BURLESON TEXAS' with 'BURLESON' in a large, stylized font. To the right, it says 'Library'. The main visual is a photograph of a young woman with long, wavy brown hair, wearing a yellow long-sleeved shirt and blue jeans, sitting on the ground in a field of dry leaves. She is wearing white earbuds and looking down at a book or device in her lap. Overlaid on the bottom right of the photo is the text 'Ease into autumn with ebooks and audiobooks'. Below the photo, there is a dark red gradient box containing the text 'Libby. The library reading app'. At the bottom of the banner, there is a white background with the text 'Borrow ebooks and audiobooks from our digital library and start reading today.' and 'Download the Libby mobile app for your phone or tablet.' with a link to 'Libby'. At the very bottom, there is a dark red button with the text 'Get the Libby App' in white.



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, 1,435 users have used their library card within 7 days after opening one of these messages.





Library featured in Burleson Now

The Reading Rover was featured in the “Around Town” section of Burleson Now, August issue.

Stephanie Schlecht-Maki and Sara Miller were photographed while working at the Juneteenth festival in Old Town this summer.



Stephanie Schlecht-Maki and Sara Miller bring the fun of the library to the community with the Reading Rover.



Postcard Marketing Campaigns: New Residents

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

157 postcards were mailed out in July & August this year.

Library card sign ups are up 17%.

Get your Library Card or eCARD online!



Scan the QR Code to get started



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(817) 426-9209

The postcard graphic has a dark red background. On the left, it features a large white QR code with the text 'Scan the QR Code to get started' below it. On the right, there 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, the text reads 'THE CITY OF BURLESON TEXAS Library (817) 426-9209'.



Library Recognized for City Hall Selfie

Out of thousands of entries from across the US, our library's #CityHallSelfie was selected as "Best City Hall Selfie from Another Type of Government Building" by Engaging Local Government Leaders.

City Hall Selfie Day is a celebration of public service showcasing pride in local government institutions.



Best Selfie from Another Type of Government Building





Community Engagement: Burleson Chamber of Commerce

The Community Engagement Librarian is a Chamber of Commerce Ambassador.

During the months of July & August, she represented the library at ribbon cuttings for 8 new businesses, in addition to the monthly meetings.

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





Questions/Comments

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