



Library Marketing & Community Engagement

Library Advisory Board

April 22, 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>



The poster features a yellow background with a honeycomb border. In the center, a bee is shown flying towards a small white flower. Below the bee, the text reads: "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!". To the left of the text, it says "18+ only". At the bottom left, there is a logo for "OLD TEXAS BREWING CO." and "THE CITY OF BURLESON TEXAS". At the bottom right, there is a logo for "Library" and another bee holding a honeycomb.

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.

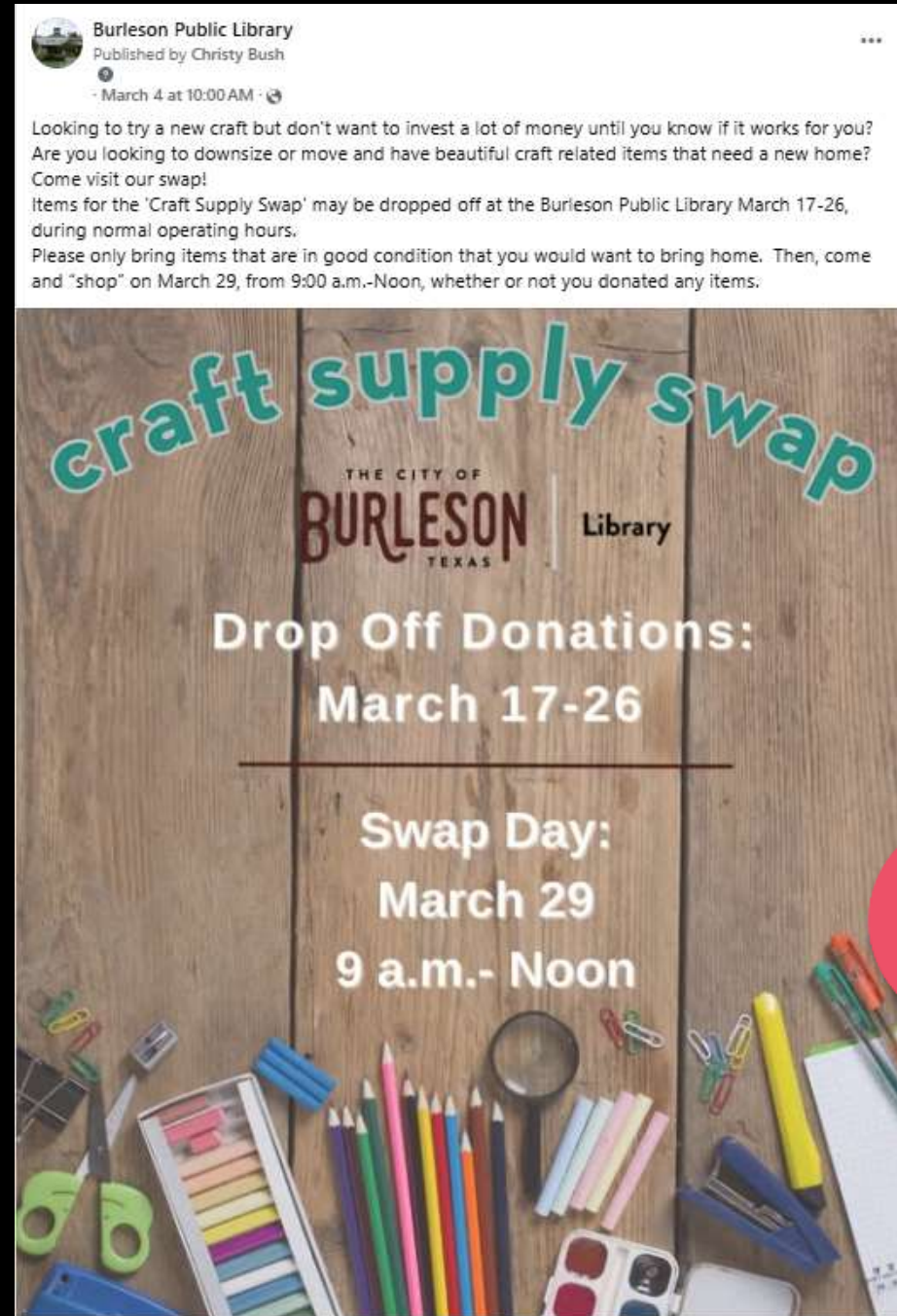
Beware first lines..."The man in Black fled across
the Desert, and the Gunslinger followed...Because
they turn into series...And I'm still reading it.



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!





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: Monthly Newsletter



Goal: to provide general information to library users, sent to approximately 10,500 patrons monthly.

- 45.7% 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.
- 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: 209 subscribers

- 62.3% open rate

Teen Programs: 247 subscribers

- 57.6% open rate

Children's Programs: 793 subscribers

- 62.4% open rate

Library program attendance is up 20% from last year.

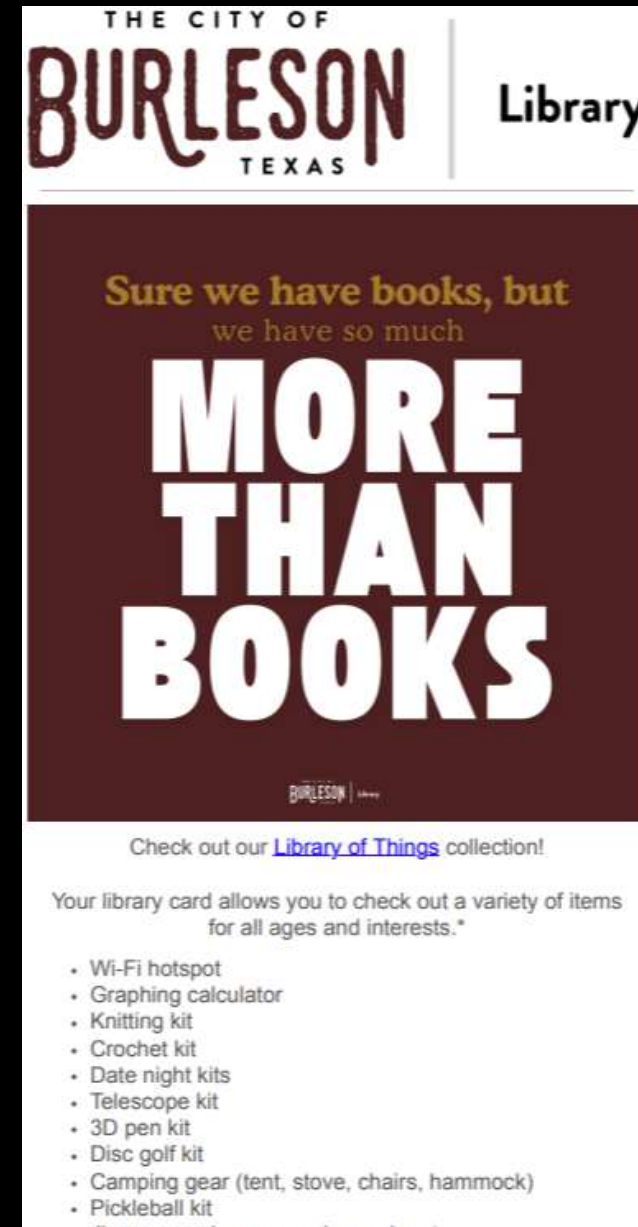


Email Marketing Campaigns: New Cardholders

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

53% of new cardholders are still using their library card after one year. That is 3% 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, 629 occasional users and 85 inactive users have re-engaged with the library after receiving one of these messages.

THE CITY OF
BURLESON
TEXAS

Library

Celebrate **National Library Week**

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 banner features a word search puzzle on a tablet screen. The word "LIBBY" is highlighted in green. Below the puzzle, there are categories: "Library's past", "Technology", "Music", "Crafts", "Movie nights", "Reading clubs", "Storytime", "Treasures", "Learning", "Genealogy", and "More...".

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, 1,602 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.

217 postcards were mailed out during the months of February and March.

Library card sign ups are up 15%.

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



Scan the QR Code
to get started



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

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:	Not Accepted:
• Books in good condition	• Magazines
• DVDs	• Newspapers
• Blu-rays	• Video games or cartridges
• Music (CDs)	• Computer software
• Audio books on CD	• Cell phones
• Non-fiction books	• Broken or damaged items
• Picture books	• Items with stains, odors, or damage
• 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

Graphic of hands raised in a heart shape.



Community Engagement: Chamber of Commerce

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

During the months of February and March, she represented the library at 10 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.





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



Questions/Comments

Sara Miller

Deputy Director-Library

smiller@burlesontx.com

817-426-9203