

Library Marketing & Community Engagement

November 2025 to January 2026

Library Advisory Board

February 24, 2026

Social Media Highlight: November

We created a Reel advertising Gilmore Girls Trivia Night at Grumps. We had no idea there were so many Gilmore Girls fans in Burleson!

This Facebook post reached 12.1K users and received 75 reactions.



Burleson Public Library
Published by Instagram · November 15 at 11:57 AM ·

Join us for Gilmore Girls trivia night at Grumps on November 18 from 6-7:30p. Suitable for 14+. No prior registration necessary.
[#burlesonlibrary](#) [#burlesontx](#) [#grumpsburleson](#) [#trivanight](#)

0:22 / 0:27

Boost

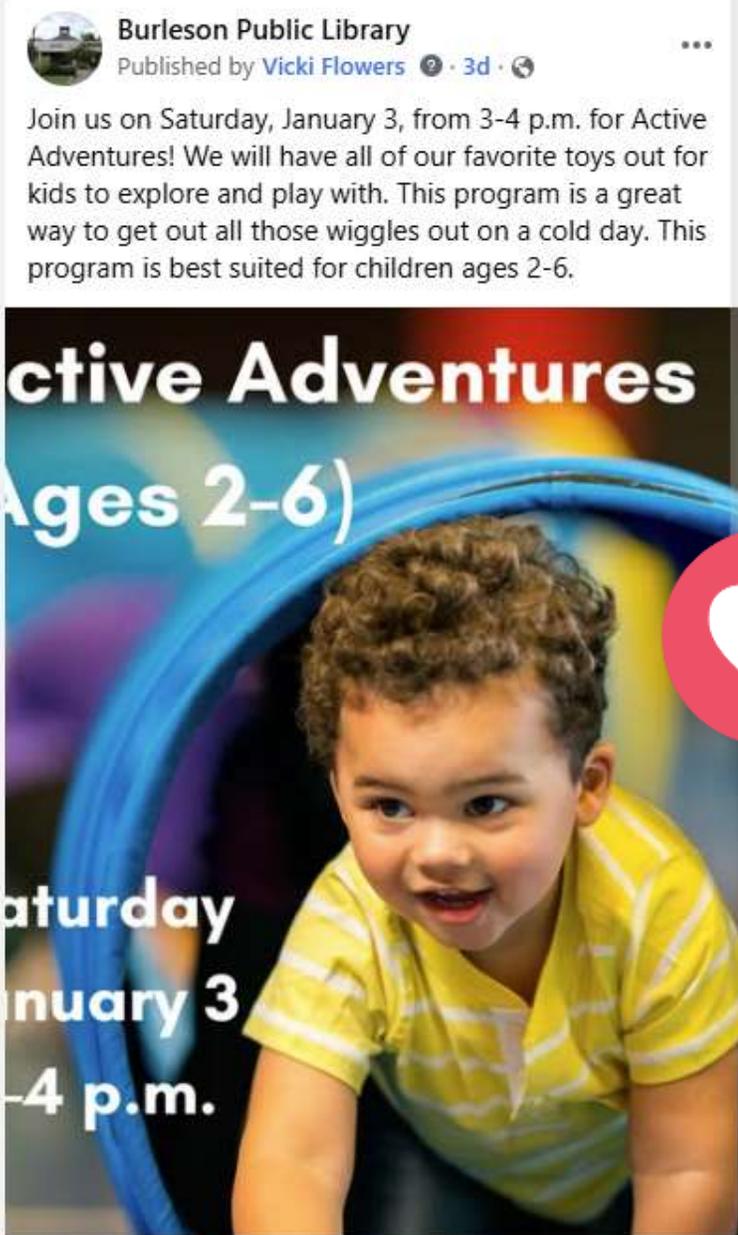
75 8 4

The image shows a Facebook post from the Burleson Public Library. The post is a video reel featuring a promotional poster for a 'Gilmore Girls Trivia Night' event. The poster has a warm, autumnal theme with a large yellow mug of coffee in the center. Text on the poster includes 'Join us for', 'Gilmore girls Trivia Night', 'November 18', '6-7:30 pm', and '@GrumpsBurgers'. The video player interface shows a progress bar at 0:22 / 0:27, a 'Boost' button, and engagement metrics of 75 reactions, 8 comments, and 4 shares. A large red heart icon is overlaid on the right side of the video frame.

Social Media Highlight: December

Everyone was excited about our new children's program, Active Adventures. Families were able to come and have free play time in the library's meeting room.

This Facebook post reached 16K users and received 54 reactions.



Burleson Public Library
Published by Vicki Flowers · 3d · 🌐

Join us on Saturday, January 3, from 3-4 p.m. for Active Adventures! We will have all of our favorite toys out for kids to explore and play with. This program is a great way to get out all those wiggles out on a cold day. This program is best suited for children ages 2-6.

Active Adventures
(Ages 2-6)

Saturday
January 3
3-4 p.m.

Boost

👍❤️ 54 11 💬 15 ➦

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MADE

The image shows a Facebook post from Burleson Public Library. The post text describes an 'Active Adventures' program for children ages 2-6 on Saturday, January 3, from 3-4 p.m. The post includes a photo of a young child in a yellow shirt playing with a blue hula hoop. A red heart icon is overlaid on the right side of the image. At the bottom of the post, there is a 'Boost' button and engagement metrics showing 54 reactions (likes and hearts), 11 comments, and 15 shares. The BTX MADE logo is visible in the bottom right corner.

Social Media Highlight: January

We shared a lighthearted social media video playing on the familiar “bad day at work” trope—with a library twist. The message was simple and memorable: *library cards can fix a lot.*

This Facebook post reached 22K users and received 415 reactions.



A screenshot of Facebook comments on a post. The comments are as follows:

- Ariel Slick** (FACTS.)
2w Like Reply Hide
- Kristin Garrison Meirose** (This is amazing.)
2w Like Reply Hide
- Karen Milburn Chandler** (I thought you might roll it up in your sleeve! 🤔)
2w Like Reply Hide
- Peter Gibson** (You got me jonesing for a book)
1w Like Reply Hide
- Author** (Burleson Public Library Peter Gibson 🤔)

Library cards can fix a lot. 🤔📖 #burlesonlibrary #libraryfun



364

14 11

Social Media Feedback: November

New Large Format Printing:

Used the printer this weekend. Was set up at Burleson Parks and Recreation's awesome Veterans Day and ruck event. Thank you Burleson Public Library!



Our library is the BEST!!

Another reason I love living in Burleson!

I can't wait to use this!



Mommy & Me Yoga:

We've loved it! Thank you for hosting this! We will definitely be back!



Ms Becky is the best-my 2nd grader hasn't been to story time since she started school but still talks about Ms. Becky and library time/activities!

Social Media Feedback: December

Reindeer Rave:

So clever! Bet a good time was had by all!

Thank you we had a blast!

My girls had so much fun! Thanks for doing this

Impressive. Programming so close to holidays. Your staff is creating family memories when families are actually together. Working hard and making a difference keep it up.

Teen DIY Advent Calendar:

These are sooo cute. Thank ya'll for such a neat activity. She opened up a lip balm today!

Social Media Feedback: January

I love the “I’m just here for the egg shakers” shirt



On the 2025 Excellence in Libraries Award:

Fantastic...and well deserved!!!!

We have the best library and library staff!!!! Well done, team.

Amazing achievements! The Burleson Public Library delivers great programs for Burleson. This staff rocks!

Congratulations. Burleson Public Library is the best!



Inclusive Storytime:

You guys are doing great things!

Great job Burleson Public Library!!



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.

- Nov 7: All About Birds with Cleburne State Park
- Nov 14: Gilmore Girls Trivia Night
- Nov 21: Christmas at the Library, Coat Drive, Outdoor Movie Night, Storywalk® in the Library Garden
- Nov 28: Christmas at the Library

Burleson Public Library Programming

All About Birds

Join the Burleson Public Library on **Monday, November 10, at 4 p.m.** for **All About Birds with Cleburne State Park**. A park ranger will lead this engaging program, teaching children all about the birds that call our area home. After the presentation, participants will have the chance to build their own bird nest to take home. This hands-on, educational event is geared for ages 5–10, and we hope to see many young nature lovers join us for this feathered fun.



**ALL ABOUT BIRDS
WITH CLEBURNE STATE PARK**

**MONDAY
NOVEMBER 10
4-5 P.M.**

TEXAS STATE PARKS

[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.

- Dec 5: Teen Lounge, Drop-in Math Tutoring
- Dec 12: Oh Snap! Cookies & Cocoa, Reindeer Rave
- Dec 19: Employee of the Year, Gift Wrap Party, A New Year's Eve Mystery
- Dec 26: A New Year's Eve Mystery

Burleson Public Library Programming

Teen Lounge
Thursdays, 4:30 – 5:30 p.m.

Teens are invited to hang out, relax and connect every Thursday at the Burleson Public Library during Teen Lounge in the meeting room.

Whether it's games, activities, snacks or just a place to unwind, Teen Lounge offers a safe and welcoming space for teens to simply be themselves.

No registration required, just show up and join the fun.



Free Drop-In Math Tutoring Available at the Library
Wednesday, Dec. 10, 4 – 6 p.m.

Need a little help making sense of math? The Burleson Public Library is partnering with Mathnasium to offer free drop-in math tutoring for all ages, available once a month.

A certified Mathnasium instructor will be on site for two hours each session to provide personalized support using the Mathnasium Method™, which tailors instruction to meet each student's individual needs. Whether it's homework help, test prep or mastering key concepts, this supportive and engaging environment helps learners of all levels feel confident in math.

No registration is required — just drop in during the scheduled tutoring times.



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Email Marketing Campaigns: City E-Newsletter

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- Jan 2: Children's Art Day
- Jan 9: Hibernation Program with the Texas Master Naturalists, Teen Snack Attack
- Jan 16: Crochet Group, The Great Giveback
- Jan 23: Beaded Snowflake Craft
- Jan 30: Excellence in Libraries Award, The Great Giveback

Burleson Public Library Programming



**CHILDREN'S
ART DAY**

Tuesday, January 6
4-5 p.m.

Children's Art Day at the Library

Let creativity shine at Children's Art Day on Tuesday, Jan. 6, from 4 to 5 p.m. at the Burleson Public Library.

This open-ended craft time gives families the chance to explore art together using a variety of provided craft supplies. Whether your child loves coloring, cutting or creating something totally unique, this event is the perfect outlet for imagination.

All ages are welcome, and no registration is required.

Follow the Library on Facebook

Follow the Library on Instagram

Upcoming Library Events & News

Email Marketing Campaigns: Monthly Newsletter

Goal: to provide general information to library users, sent to approximately 11,600 patrons monthly.

- 46.38% open rate
- November featured Museum Passes are now 10-day checkouts
- December featured the Animal Shelter Donation Drive and Christmas at the Library
- January featured Wendy Lastovica-Alvey is the 2025 Employee of the Year



The graphic is a promotional email newsletter for the City of Burleson, Texas Library. At the top left, it says "THE CITY OF BURLESON TEXAS" in a stylized font. To the right, it says "Library". The main image shows a museum gallery with a wooden floor, stanchions with red ropes, and two golden pedestals. In the background, there are paintings on the wall. The text "MUSEUM PASSES" is prominently displayed in the center, with "10-DAY CHECKOUTS" in a smaller font below it. Below the image, there is a bold heading: "Museum Passes are now 10-day checkouts". Underneath that, there is a paragraph of text explaining the change and its benefits.

THE CITY OF
BURLESON
TEXAS

Library

**MUSEUM
PASSES**

10-DAY CHECKOUTS

**Museum Passes are now 10-day
checkouts**

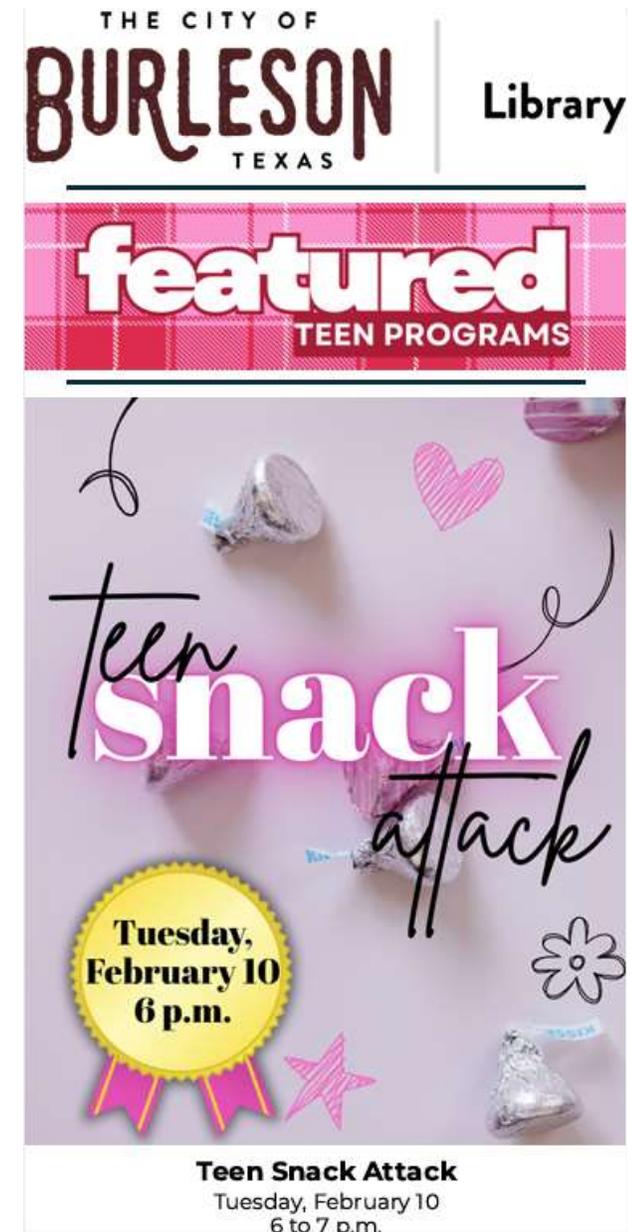
We know many of you have been patiently waiting for a chance to use our [museum passes](#), and we want to help those lines move a little faster! Beginning this month, **museum passes will have a 10-day checkout period** (previously three weeks). Shorter checkout times mean passes can circulate more quickly, giving more people the opportunity to enjoy local museums and attractions.

Email Marketing Campaigns: Program Newsletters

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

- Adult Programs: 349 subscribers
 - 62.14% open rate
- Teen Programs: 309 subscribers
 - 56.89% open rate
- Children's Programs: 981 subscribers
 - 50.05% open rate

Library program attendance is up 5% 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

48% of new cardholders are still using their library card after one year. That is 1% higher than the average among our library peers.



You've had a library card for almost three months now! We hope you are enjoying our collections and services.

Here are a few tips to make sure you're getting the most out of your library card.

Download our app: Use the MetroShare Libraries app to quickly search the entire catalog (including eContent), place holds, check due dates and renew eligible titles. There's even a digital library card that you can use at the self-check! It's available in both the [App Store](#) and [Google Play](#).

Link your family's accounts: Linked accounts allow you to easily maintain multiple accounts for the library so you can see checkouts, holds, and due dates in one place. Log into the [library catalog](#) and click on your name, then choose "linked accounts" to set up this option.

Customize your notifications: Log into the [library catalog](#) and click on your name, then choose "messaging settings" to set your email notifications. You can be notified when items are due, when holds are ready and even when items are checked in.

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



THE CITY OF
BURLESON
TEXAS

Library

Find your type.

Enjoy much-loved romances on Libby, the library reading app.

Libby.

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 smartphone displaying the Libby app interface with a book cover for 'Fourth Wing' overlaid. The background is a solid yellow color.

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, 1,848 users have used their library card within 7 days after opening one of these messages. 71 of those were re-engaged occasional users.



new RELEASES



Postcard Marketing Campaigns: New Residents

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

376 postcards were mailed out from November to January.

A dark red postcard with white text and graphics. The top left text reads "Get your Library Card or eCARD online!". Below this is a QR code with the instruction "Scan the QR Code to get started". On the right side, there is an illustration of a laptop displaying a library website, a small orange lamp, and a cup of coffee. At the bottom right, the text reads "THE CITY OF BURLESON TEXAS Library (817) 426-9209".

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

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

- 1 ribbon cutting for a new business in Burleson
- Met with North Central Texas Council of Governments (NCTCOG) Disaster Resilience group
- Chamber of Commerce Winter Luncheon
- Organized The Great Giveback



**CORE VALUE:
COLLABORATION**

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Questions/Comments

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