

Library Marketing & Community Engagement

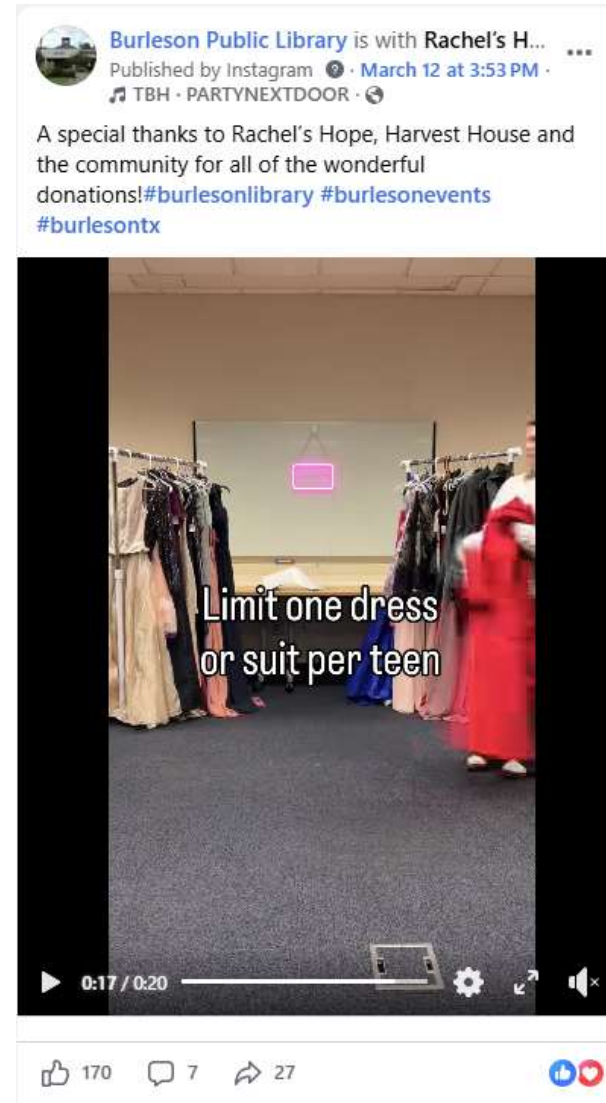
Library Advisory Board

August 25, 2026

Social Media Highlight

The community shared our excitement for this year's Project Prom. The videos we shared of library staff preparing for the program reached 58K users and received 423 reactions.

Many patrons asked how they could support Project Prom and generously offered donations of formalwear. In response, a local seamstress volunteered her expertise, and library staff provided a dedicated space at the event where she offered free on-site alterations—helping ensure every participant felt confident and event-ready.



Social Media Highlight

The library received regional media attention after NBC5 featured the library's viral "Hot Girl Summer" social media video promoting the Summer Reading Club.

The humorous video, featuring Kelly Clute, Library Circulation Supervisor, has now surpassed 6.9 million views across social media platforms and generated significant online engagement, introducing viewers to the library's summer programming and services.

The video was created and filmed by Brittney Cray, Library Program Specialist, whose creative work helped showcase the library as a fun, welcoming community destination.

[NBC5 did a story](#) that highlighted the library's innovative marketing efforts.

Kelly has received phone calls, emails, and fans are even coming to the library to take selfies with her.



Social Media Highlight

Building on the success of our viral Hot Girl Summer video, library staff created a Hot Girl Summer/Backrooms mashup that reached more than **28,000 viewers** across Facebook and Instagram.

Taking advantage of the ongoing City Hall renovations, staff filmed on location to create a unique and timely video that showcased both creativity and a sense of humor.



Social Media Highlight

Our "FAQ with our resident Hot Girl" video featuring Kelly was a standout success in July, reaching more than 35,000 views across Facebook and Instagram. Kelly continues to be one of the library's most recognizable online personalities, helping us connect with new audiences while showcasing the fun, approachable side of the library.

Proof that our resident Hot Girl still has a very loyal fan club!



Friends of the Library Merch Store

In response to the video's popularity, the library launched themed merchandise benefiting the Friends of the Library.

Merchandise sales have already generated more than \$2,000 in profit, with proceeds supporting the Picture Book Browsing Bins fundraising campaign.



“Hot Girl Summer” Comments

Plot twist, she didn't initially even work there, she just grabbed a lanyard and they entertained her until the authorities arrived, at which point she was deemed Too Hot For Jail and the library had no choice but to hire her and film her shenanigans for social media.

Someone's granny is doin stuff. Ya'll need to come get her.

Who is this diva?

Have I ever heard of this library? No. Do I want to plan a whole trip just to meet this gem? Absolutely

Ma'am, my husband is on this app!

10/10, no notes



Social Media Feedback

On the Hot Girl Summer Book Picks:

This section makes me smile every time I walk into the library. It's so great

”

On the Master Naturalist Program:

It was a great program! Thank you Burleson Public Library for always putting on great events.

On Touch a Truck:

Thank you for this event. My grandson loved it!

Anyone that says we don't need a bigger library has never been to a library event.

So many fun activities & events for the littles at our Btown Library!!



”

Social Media Feedback

On the Foam Party and Watermelon Day:

They had so much fun!! Thank you Burleson Public Library and Russell Farm Art Center for putting this on!

God Bless yall for this fun day with my Granddaughter!!

It was our first time at a foam party!!

I never thought that that visiting Burleson Public Library was on my bucket list... but here we are. 🤔 ♀👍

This library is killing it 🤔

Yall are magical.

Ya'll are winning the internet! Thanks for making me smile!

Libraries are awesome

”



”

Social Media Feedback

The Burleson Library is rocking it this summer! Fun, fun activities for all ages!

On Young Builders Club:

Thank you!!! My girls had a blast!!!

Landon had so much fun!!! His creation made it on the page!

On the Fort Worth Modern Museum Pass:

LOVE this! I'm on the holds list and looking forward to visiting with friends...



On Fossil Fest:

My son had so much fun!

Thanks for putting this on. We appreciate you!

My boys had a blast!

Seeing Kelly in the BTX 4th of July parade made my day!!



Email Marketing Campaigns: City E-Newsletter

Goal: to provide general information to a broader audience in the city of Burleson every Friday. These items are also included in the City Manager's Weekly Report to City Council.

- **May:** Summer Reading Club, Friends of the Library Merch Store, upcoming programs
- **June:** Summer Reading Club highlights & upcoming programs
- **July:** City Council recognized Atmos Energy for their \$5,000 donation to Summer Reading Club, Summer Reading Club highlights & upcoming programs

Burleson Public Library Programming



Sign up for Summer Reading Club

Get ready to dig into a summer of discovery with Burleson Public Library's 2026 Summer Reading Club, "Unearth a Story!" This year's theme brings dinosaurs, archaeology, and exploration to life for readers of all ages.

Email Marketing Campaigns: Library Monthly Newsletter

Goal: to provide general information to library users, sent to approximately 12,000 patrons on the first of each month.

Each newsletter highlights upcoming programs for children, teens and adults as well as that month's 10 to Try reading challenge.

- 46.85% open rate
- May featured Summer Reading Club signup information
- June featured Summer Reading Club programs & Friends of the Library Merch Store
- July featured Summer Reading Club programs & a thank you to our sponsors



Friends of the Library Merch Store

The Friends of the Burleson Public Library have launched a brand new merch store!

Now you can show off your library pride while supporting the Friends of the Library. Shirts, book bags, mugs, onesies, hats, and more are available for all ages.

Email Marketing Campaigns: Program Newsletters

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

- Adult Programs: 417 subscribers
 - 61.71% open rate
- Teen Programs: 353 subscribers
 - 55.94% open rate
- Children's Programs: 1,294 subscribers
 - 60.28% open rate

Library program attendance is up 6.1% from last year.



Jigsaw Puzzle Contest (ages 18 +)
Tuesday, August 18
5 p.m.

Each team should bring a New, unopened, 500-piece puzzle. Staff will collect the puzzles, and hand them out to each team randomly. Your team might get your puzzle back, or you might not. Then we start the clock at 5:30 p.m. First team finished or most complete at 7 p.m. wins bragging rights, and maybe a prize to take home.

This program is being held offsite at the Senior Activities Center because our library meeting room is not large enough to accommodate this program.

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. Join the Friends of the Library
6. Useful tips, how to get the most out of your library card

49% of new cardholders are still using their library card after one year.



What would you like to do first?

- 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](#)
- Join the [Friends of the Library](#)

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, recipients have re-engaged with the library by visiting:

CloudLibrary (164)
Libby (72)
Library website (13)
Library social media (8)



cloudLibrary makes it easy to discover the content you want to read. Whether on the web, a tablet, or your mobile device you can browse digital shelves curated by our library or filter by genres that interest you.

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, 2,000 users have used their library card within 7 days after opening one of these messages.



picture
BOOKS



Postcard Marketing Campaigns: New Residents

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

1,167 postcards were mailed out from November to July.

Active cardholders have increased by 0.2% from last year.



New Cardholder Quick Start Guide

Redesigned:
more modern and includes
QR codes for the library
events calendar, catalog,
Friends of the Library, and
newsletter signups.

THE CITY OF
BURLESON
TEXAS | Library

New Cardholder Quick Start Guide

Welcome to the Burleson Public Library!

Monday – Wednesday: 9 AM – 8 PM
Thursday – Saturday: 9 AM – 6 PM
Sunday: Closed

248 SW Johnson Avenue, Burleson, TX
817-426-9210
burlesontx.com/library

3 THINGS TO TRY FIRST



Borrow Something
Check out books, audiobooks, DVDs, puzzles, board games and more. Most items check out for 3 weeks.



Explore Digital Resources
Use your library card to access free eBooks, audiobooks, online tutoring, and research tools from home.



Attend a Program
The library offers storytimes, craft programs, teen activities and events for all ages throughout the year.



PROGRAMS AND EVENTS

View all programs and events at catalog.burlesontx.com/events

Events

BROWSE THE CATALOG

Visit catalog.burlesontx.com to see what's available, place holds, get reading recommendations and manage your account.



Catalog



FRIENDS

LOVE THE LIBRARY?

Support library programs and services by joining the Friends of the Burleson Public Library. You can volunteer, attend events, or simply make a donation to help the library.

STAY CONNECTED

Follow the Burleson Public Library on Facebook and Instagram for reading recommendations and library news.

Sign up for one of the library's Newsletters and be the first to know about upcoming programs.



NEWSLETTERS

Community Engagement

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

- 16 ribbon cuttings for new businesses joining the Chamber
- Monthly Chamber Ambassador meetings
- Met with North Central Texas Council of Governments (NCTCOG) Disaster Resilience group
- Chamber of Commerce Winter Luncheon
- Organized The Great Giveback with 20 volunteer recruiting agencies
- Helped organize the Burleson Business Showcase
- Old Town Business Association quarterly meeting
- Guest at Rotary Club meeting
- Unite JoCo (formerly Johnson County Resource Network)



Questions/Comments

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