



Library Marketing & Community Engagement

Library Advisory Board

Feb 25, 2025



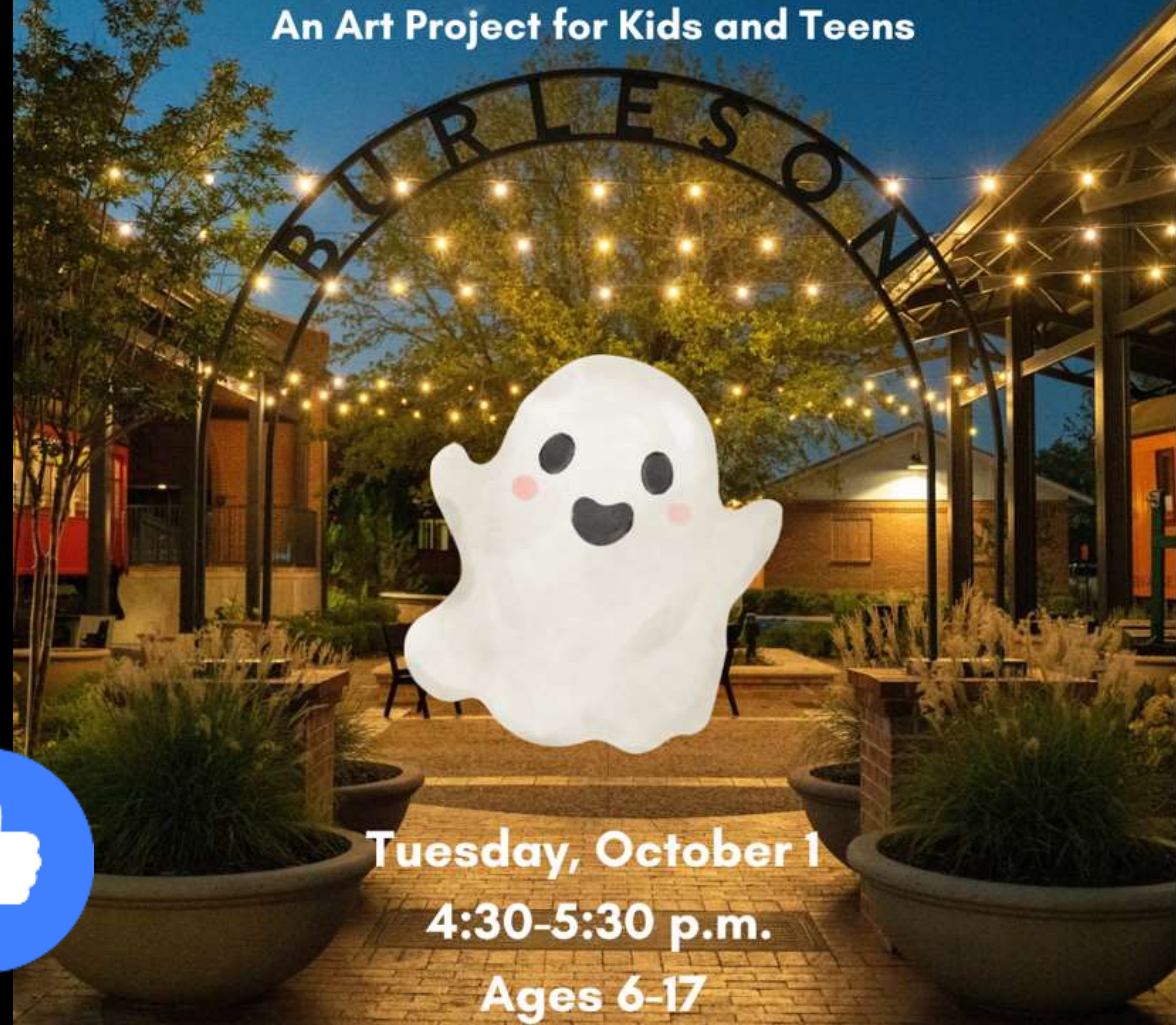
Social Media Highlight: September

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.

There's a Ghost in This Town

An Art Project for Kids and Teens



Tuesday, October 1

4:30-5:30 p.m.

Ages 6-17





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.



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

128 reactions

Phyllis McCauley Richards
This is great. 😊

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

Jessica Pounds
The Two Boo Crew 🤪👻👻👻

Heather Archer
You two are the BEST! 🤪👻

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!!





Social Media Highlight: November

The community loved our pics from the Sourdough Starter class.

This post reached 8K Facebook users and received 57 reactions.

Burleson Public Library
Published by MG Gorman
November 20 at 5:04 PM

Thank you to everyone who came to our sourdough starter class! We learned about the basics of sourdough starter and then had a bread tasting. Happy baking!

57 reactions (5 likes, 3 hearts)
5 comments 1 share

Like Comment Share



Social Media Feedback: November



I hate to see the ghosts leave. I enjoyed their shenanigans.

Can ya'll do the turkey adventures next?
AND come visit us at Nola Dunn!



One excited kiddo

Can you do an elf on the shelf version next?!

Get ready for a dino-mite time at
the library! – Local Life Magazine





Social Media Highlight: December

December's top performing post promoted the library's free gift wrapping station.

This post reached 110.6K Facebook users and received 1.5K reactions.

Burleson Public Library
Published by MG Gorman
- December 9, 2024 at 12:16 PM · 🌐


Hey BTX, the library's free gift-wrapping station is open! To wrap your presents, just head to the back of the library where we've got wrapping paper, bows, bags, boxes, and even some holiday cards 🎁

The wrapping station will be available during open library hours through December 23.


Burleson Public Library
Library

Send message

👍 Burleson Area Chamber of Commerce and 1.5K others 81 comments 244 shares

 **Jill Gustafson Jaeger**
This melts my heart! Thank you for doing this! ❤️

 **Audrey Taylor**
This is such a remarkable act of kindness!

 **Connie L. Cooley**
Wow. That's awesome. Thanks for being a great community center! ❤️



Social Media Feedback: December



Thank ya'll for everything you do for the kids!
Bailea enjoyed herself



What a wonderful community resource!

Such a great thing! I love the
Burleson library!

This is amazing!! Thank you so much for
providing this!




Social Media Highlight: January

People on Facebook loved this photo promoting the Friends of the Library book sale.

This post reached 8.2K Facebook users and received 59 reactions.



 **Top fan**
Rene Treviño
Love looking at all the options every time we go in. I find something to add to my collection most times and they add books all the time.

Burleson Public Library
Published by Kennedy Horton
January 13 at 3:00 PM · 🌐

Happy Monday! Our Friends of the Library book sale is on-going! Stop by to purchase books and DVDs of all genres for as little as \$0.50!



The image shows a wooden bookshelf filled with books. A sign is placed in front of the shelf. The sign has a colorful banner at the top and reads: 'FRIENDS OF BURLESON PUBLIC LIBRARY Continuous Book Sale!'. Below this, it lists prices for books and DVDs. At the bottom of the sign, it says 'MAKE PAYMENT AT THE LIBRARY DESK'. The shelves are labeled 'FICTION' on both sides.

BOOKS	
• ADULT PAPERBACK	\$1.00
• ADULT HARDCOVER	\$2.00
• CHILDREN'S PAPERBACK	\$.50
• CHILDREN'S HARDCOVER	\$1.00
DVD	\$1.00
BOOK ON CD	\$1.00

See insights and ads Boost post

👍❤️ 59 6 comments 12 shares

👍 Like 💬 Comment 📧 Send 🔗 Share



Social Media Feedback: January



Thank you so much for all of your hard work putting this together!

Crafting and marmalade sandwiches-what a perfect Paddington-themed Wednesday!
-Local Life Magazine

Toni was awesome

Thank you for doing this! I hope lots of women donate!





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

The screenshot shows an email newsletter layout. At the top is a dark red header with the text "Library News". Below this is a main article titled "Library Receives \$2,500 Texas Book Festival Grant". The article text describes a grant from the Texas Book Festival that will be used to purchase VOX books for children. To the right of the text is a purple graphic with the Burleson Library logo and the text "IS A 2024 Texas Book Festival library grant recipient!". Below the main article is a smaller paragraph about the Texas Book Festival's history. Underneath is a grey header for "Upcoming Library Programs". This section contains two program cards: "PLAY AND LEARN WORKSHOP" for toddlers and "Teen Art Club" for teens. At the bottom of the newsletter are two dark red buttons: "Follow the Library on Facebook" and "Follow the Library on Instagram".

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

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: City E-Newsletter

- Nov 1: Kindness Club
- Nov 8: Dino Family Movie, Dinovember Scavenger Hunt
- Nov 15: Government Assistance Enrollment Help
- Nov 22: Outdoor Movie Night, Teen Pie Eating Contest
- Nov 29: Animal Shelter Donation Drive
- Dec 6: Mocktails & Masterpieces
- Dec 13: Winter Luminaries for Kids
- Dec 20: Teen DIY Christmas Crackers, Gift Wrapping Party
- Dec 27: Teen FNAF Party, Hygge Storytime
- Jan 3: Government Assistance Enrollment Help
- Jan 10: Magic Tree House Book Club, Great Giveback
- Jan 17: Play-doh Playdate, What's for Dinner?
- Jan 24: Great Giveback, Teen DIY Animal Masks
- Jan 31: Project Prom

Burleson Public Library Programming

Magic Tree House Book Club
Saturday, January 11, 2-3 p.m.

Each month, participants can explore a book from the beloved Magic Tree House series and take part in activities inspired by the story. The program is ideal for ages 6-8 but welcomes all ages and is a great read-aloud opportunity for families. Reading the book beforehand is encouraged but not required. This month's focus is Dinosaurs Before Dark. Whether discovering the series for the first time or revisiting old favorites, families are invited to join this engaging and exciting program.



Saturday, January 11, 2-3 p.m.
All ages are welcome to attend.

The Great Giveback
Saturday, January 25, 9-11 a.m.

Learn about ways you can get involved and give back to the community at the Burleson Public Library's The Great Giveback on January 25.



THE Great Giveback
January 25 | 9 - 11 AM

Learn about volunteer opportunities and find out ways to give back to the Burleson community.

For more info, contact Amanda Coderhead, acoderhead@burlesonpublib.org or (817) 949-9212, 248 SW Johnson Ave.

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.

- 45.51% 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.
- November featured the library's accreditation from the Texas State Library and Archives Commission and Reference Solutions business database.
- December featured the Animal Shelter Donation Drive and Christmas at the Library.
- January featured our new VOX books and our board games collection.
- Each issue also features the 10 to Try challenge for that month, along with program highlights.



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BURLESON
TEXAS

Library

Now available at the

THE CITY OF
BURLESON
TEXAS

Library

with funding from a 2025 Texas Book Festival Collections Enhancement grant

VoxBooks
Books that Talk!

Print book, meet audio book

VOX™ Books are the world's first audio books that live in print books. The permanently attached VOX Reader transforms an ordinary print book into an all-in-one read-along. No need for computers, tablets, or CDs—children simply push a button to listen and read.

Exciting News: VOX™ Books Are Here!

Thanks to a generous Collections Enhancement Grant from the Texas Book Festival, the library now offers a new collection of VOX™ Books! These innovative books combine print and audio in one, with a permanently attached VOX Reader that transforms an ordinary book into an all-in-one read-along. There's no need for additional devices—just push a button, listen, and read.

VOX Books make learning and literacy development fun for children of all ages. Check out our new VOX Books collection today and enjoy a whole new way to read.

[View the collection](#)



Email Marketing Campaigns: Monthly Programs

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

Adult Programs: 193 subscribers

- 62.3% open rate

Teen Programs: 236 subscribers

- 57.5% open rate

Children's Programs: 728 subscribers

- 61.7% open rate

Library program attendance is up 27% from last year.

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BIRD STORYTIME

Bird Storytime

Toddler-Thursday, January 2, 9:30 a.m.
Preschool-Friday, January 3, 9:30 a.m.

Join us for a fun Bird Storytime! We will read some books, sing some songs, and make a craft together.

Toddler storytime is geared for 2-4 years olds and preschool storytime is geared for 4-6 year olds, however families are welcome to attend whichever one works best with their schedule.

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 active after one year (average is 50%).



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

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Library

CloudLibrary

Trending eBooks SEE ALL (100)

Trending Audiobooks SEE ALL (100)

Movies Comics
Magazines Kids Mode

**EBOOKS
AUDIOBOOKS
MAGAZINES**

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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.

Download bestselling eBooks and audiobooks for all ages
Read digital issues of popular magazines

Get the cloudLibrary app

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, 1,576 users have used their library card within 7 days after opening one of these messages.





Postcard Marketing Campaigns: New Residents

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

475 postcards were mailed out in the past 3 months.

Library card sign ups are up 19%.

Get your Library Card or eCARD online!



Scan the QR Code to get started



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Library
(817) 426-9209

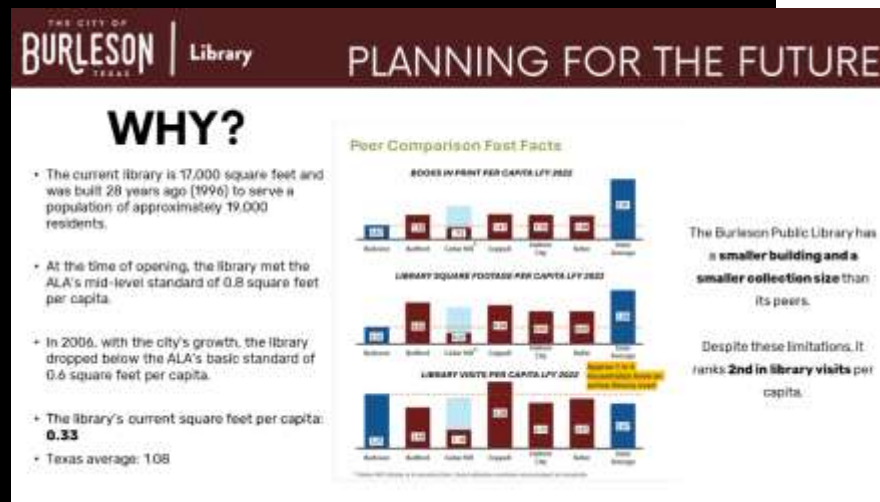
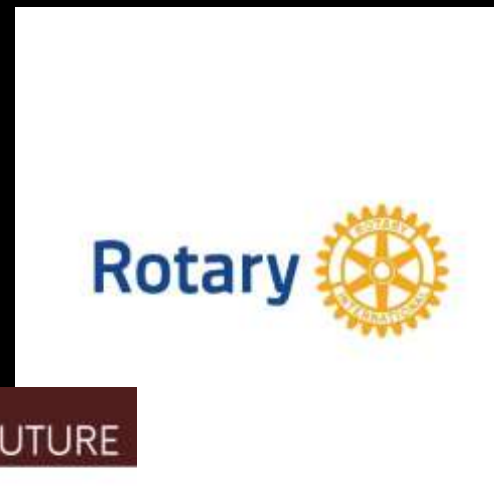
The postcard graphic has a dark red background. On the left, the text 'Get your Library Card or eCARD online!' is written in white. Below it is a large white QR code. Underneath the QR code, the text 'Scan the QR Code to get started' is written in white. On the right side, there is an illustration of 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 'THE CITY OF BURLESON TEXAS Library (817) 426-9209' is written in white.



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: Burlison Business Connections

Amanda Cadenhead (Community Engagement Librarian) spoke to the Burlison 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 currently serves as a Chamber of Commerce Ambassador.

During the months of September to January, she represented the library at 10 ribbon cuttings for new businesses. She also attended to the Fall Chamber Luncheon, Business over Breakfast, Networking at Night and the monthly meetings.

She was recently re-elected as Sergeant-at-Arms for 2025.



Community Engagement: Johnson County Hunger Coalition


The Community Engagement Librarian attended a meeting of the Johnson County Hunger Coalition in January.

This coalition was formed to help address poverty and food insecurity within Johnson County.



You're invited to our next

JOHNSON COUNTY HUNGER
**COALITION
MEETING**




Date: Monday, January 27th
Time: 5:30 p.m.

Westhill Church of Christ
1100 W Westhill Dr, Cleburne, TX 76033
(Gym building)

No dress code, come as you are.

We're looking forward to seeing you there!





Questions/Comments

Sara Miller

Deputy Director-Library

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