



Library Marketing & Community Engagement

November 2025 to April 2026

Library Advisory Board

May 26, 2026



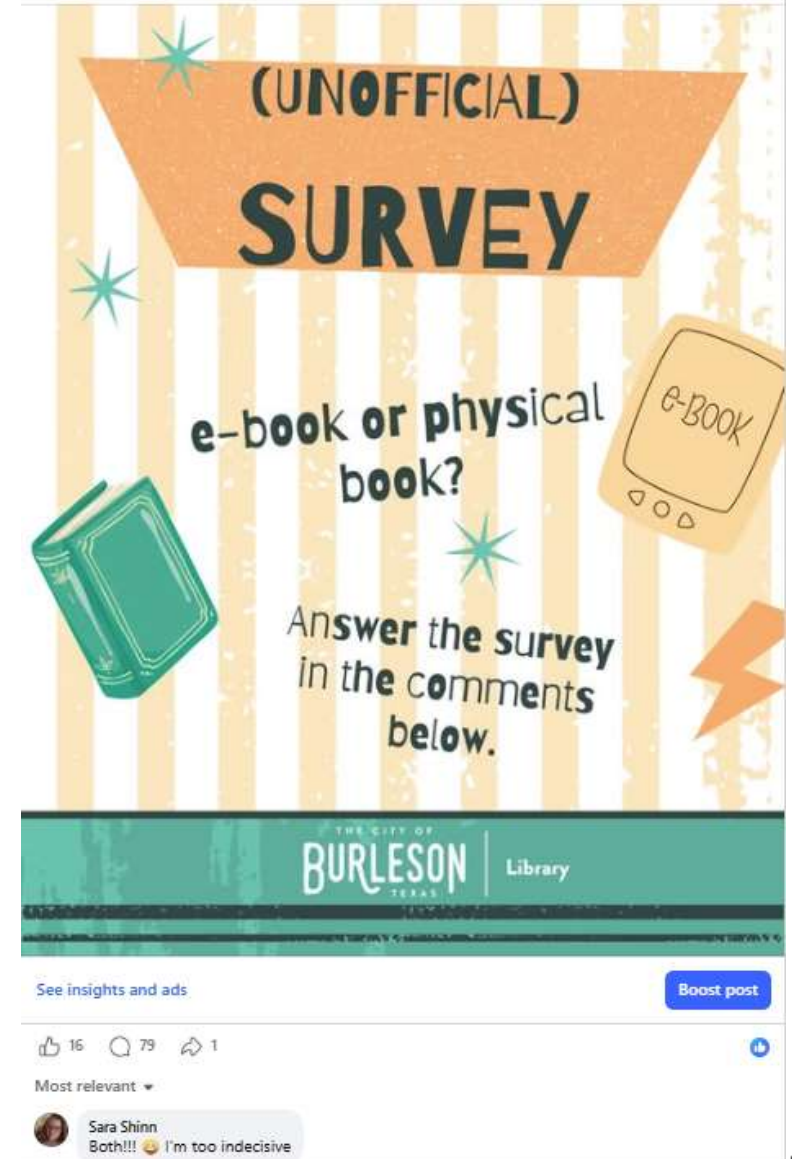
Social Media Highlights



We had no idea there were so many Gilmore Girls fans in Burleson!

Facebook users have a lot of opinions when it comes to print vs. digital.

(Unofficial) Survey: e-book or physical book? Answer below in the comments. #burlesonlibrary #UnofficialSurvey #ebook #physicalbooks



Social Media Highlight

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.*



A screenshot of social media comments. On the left, three comments are visible: Ariel Slick says 'FACTS.', Kristin Garrison Meirose says 'This is amazing.', and Karen Milburn Chandler says 'I thought you might roll it up in your sleeve!'. On the right, a reply from Peter Gibson says 'You got me jonesing for a book'. Below that, the author 'Burleson Public Library Peter Gibson' is identified. Each comment includes interaction options like 'Like', 'Reply', and 'Hide'.

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



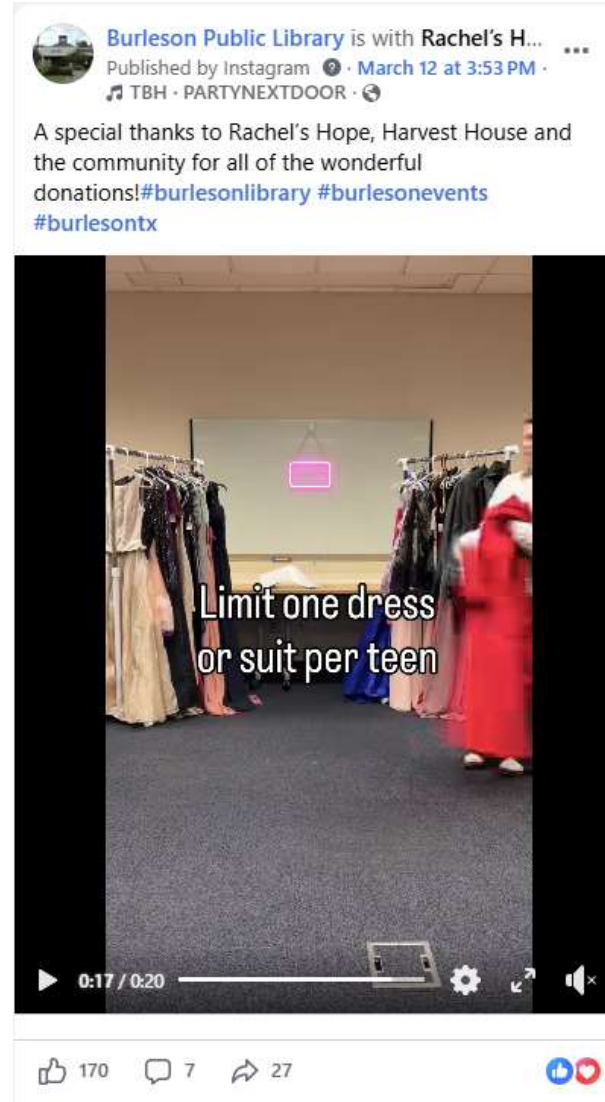
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Social Media Highlight

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 Feedback

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!



Teen laser tag:

We had such a blast!! Thanks for continuing to host these things for the kids!

Inclusive Storytime:

You guys are doing great things!
Great job Burleson Public Library!!



Social Media Feedback



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!



Project Prom:

That is so awesome!! You're making someone's dream come true!!!

This is amazing!!

Social Media Feedback

National Library Workers Day:

Awe all of you are so amazing!!

Love our local library and the people who make it what it is!

The best around!

We do have an incredible library team! So appreciate you all!

Burleson Public Library is the BEST!

Best library ever

Thank you all for what you do



Light Up the Night with the Center for ASD:

Awesome to see ya'll out there!

Thanks so much for coming out! You guys were a hit!

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 6: Heart Paper Chains, Hearing Support Group
- Feb 13: Valentine's Day Saturday Storytime, Let's Talk Dirt
- Feb 20: Friends of the Library Craft Fair, Book Swap, Southern Winter Olympics
- Feb 27: Project Prom Donations

Burleson Public Library Programming

HEART PAPER CHAINS
AGES 5-9



FEBRUARY 7, 3-4 P.M.

Heart Paper Chains (ages 5-9)

The library will host **Heart Paper Chains** on **Saturday, February 7, from 3 to 4 p.m.** Children ages 5 to 9 are invited to join us for a fun, hands-on craft where they will create colorful heart-shaped paper chains. This sweet, seasonal activity is a great way for kids to get creative, and we hope families will join us for an afternoon of crafting fun at the library.

Email Marketing Campaigns: City E-Newsletter

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- Mar 6: Friends of the Library Craft Fair, Women Behind the Camera Movie Club
- Mar 13: Pi-Day Pi-K, Project Prom, Cliburn Kids on the Road
- Mar 20: Craft Supply Swap
- Mar 27: Adult Spelling Bee

Burleson Public Library Programming



Friends of the Library Craft Fair

The **Friends of the Library Craft Fair** returns on **Saturday, March 7, from 9 a.m. to 2 p.m.** at the **Burleson Senior Activity Center**. Shoppers will find a curated selection of unique, handcrafted items, perfect for gifts or something special for yourself. Local vendors keep the proceeds from their sales, and booth rental fees benefit the Friends of the Library, supporting the library's Summer Reading Club and other programs. Community members are encouraged to shop local and support the library at the same time.

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.

- Apr 3: Library Giving Days, Atmos Energy sponsors Summer Reading Club, Saturday Bunny Storytime
- Apr 10: Hill College Dual Credit for Homeschoolers
- Apr 17: Library Giving Days, Baby Day, Women Behind the Camera Movie Night
- Apr 24: Teen Trashion Show



Help Raise Funds for the Library

FRIENDS
of Burleson Public
LIBRARY

Library
Giving
Days

BROWSING BINS
FOR CHILDREN'S BOOKS

We are raising funds to replace the existing picture books shelves with browsing bins!

APRIL 6-13

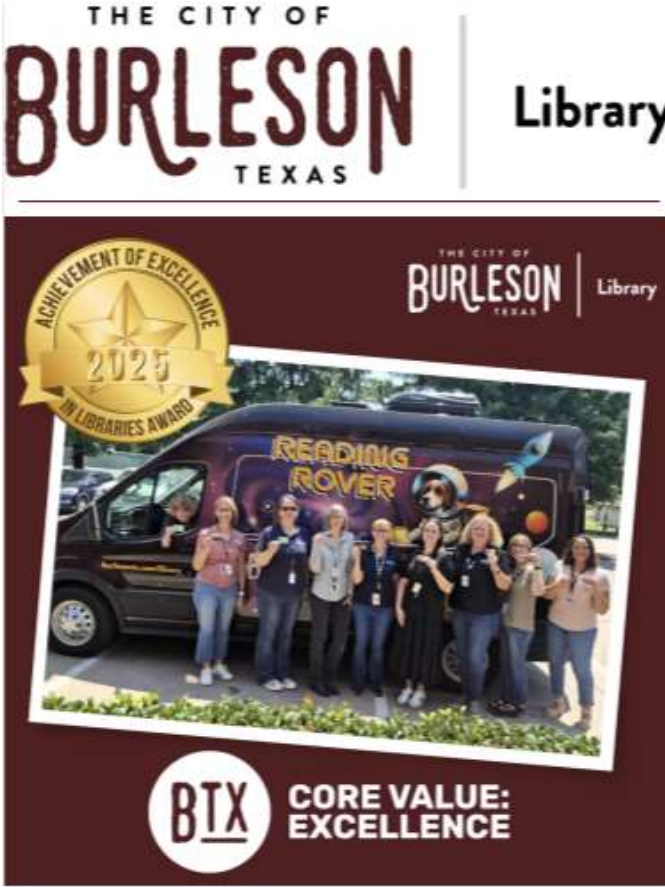
DONATE NOW

The Friends of the Burleson Public Library are raising funds to bring picture book browsing bins to the children's area of the Burleson Public Library. This project will replace 30-year-old picture book shelving with modern, child-friendly browsing bins designed specifically for young readers.

Email Marketing Campaigns: Monthly Newsletter

Goal: to provide general information to library users, sent to approximately 12,000 patrons monthly.

- 46.35% open rate
- February featured CityFest & AARP Tax-Aide
- March featured Achievement of Excellence in Libraries Award & Friends of the Library Craft Fair
- April featured Library Giving Days



Burleson Public Library Recognized for Statewide Excellence

The Burleson Public Library is proud to be a recipient of the **2025 Achievement of Excellence in Libraries Award**, presented by the Texas Municipal Library Directors Association. This statewide recognition honors libraries that demonstrate exceptional service and innovation in their communities.

Email Marketing Campaigns: Program Newsletters

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


- Adult Programs: 373 subscribers
 - 62.32% open rate
- Teen Programs: 315 subscribers
 - 56.29% open rate
- Children's Programs: 1,007 subscribers
 - 51.34% open rate

Library program attendance is up 10.4% from last year.




KID LIBRARIAN

FEATURING ROWAN



ROWAN'S PICKS



ABOUT ROWAN

- FAVORITE LIBRARY ACTIVITY**
-STORYTIME &
SCAVENGER HUNTS
- DREAM JOB**
-TO BE A COWBOY
LIKE WOODY
- HE LOVES LIVING IN BURLESON BECAUSE...**
-THE GRINCH LIVES HERE
(WHO KNEW?!)
- FAVORITE FOOD**
-CANDY
- FAVORITE ANIMAL**
-HIS CAT
- FAVORITE BOOK CHARACTER**
-LEAF CUTTER ANT FROM
THERE ARE NO ANTS IN THIS BOOK

April's Kid Librarian

We are happy to share with you the Kid Librarian from April, Rowan! Rowan loves attending storytime and doing scavenger hunts at the library. He also loves living in Burleson because the Grinch lives here. Who knew?!

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. That is 1% higher than the average among our library peers.



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

THE CITY OF
BURLESON
TEXAS

Library

CloudLibrary

**EBOOKS
AUDIOBOOKS
MAGAZINES**

THE CITY OF
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TEXAS
Library

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, 1,917 users have used their library card within 7 days after opening one of these messages. 82 of those were re-engaged occasional users.



picture
BOOKS



Postcard Marketing Campaigns: New Residents

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

734 postcards were mailed out from November to April.

Library card sign ups have increased 3.9% from last year.



Get your Library Card or eCARD online!



Scan the QR Code to get started



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

New Cardholder Quick Start Guide

The new design is 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



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.

FRIENDS

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.

- 13 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



**CORE VALUE:
COLLABORATION**

**BTX
MADE**

Questions/Comments

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