

Communication Coordinator Board Report November 2024: LMCC Wrap Up

I was fortunate to attend the Library Marketing and Communications Conference last week in St. Louis Missouri. This conference is celebrating its 10th year and is specific to those doing marketing and communications in libraries, therefore, the content was all very useful and inspiring in the work I do at Kaukauna Public Library.

Sessions attended and specific actionable takeaways:

#Linking Up Libraries: Increasing Social Media Engagement through Collaboration

Two for the Price of One: Creating Campaigns that Increase Philanthropy and Brand Awareness

#librarygivingday will held on April 1, 2025 is a national giving day for libraries

Highlighted the most successful way to ask for donations by highlighting a patron story or service that a donation has helped; always link a donation ask with a library mission or goal.

Timeline for marketing #librarygivingday

It is my goal to promote Library Giving Day in 2025 and establish an annual giving campaign for this day which coincides with National Library Week.

Social Media Strategy Survivor: Outwit, Outplay, Outlast

With the city acquiring Sprout in 2025 this session was very timely and emphasized creating a social media strategy and plan, something we have not formally done before.

Empathizing the Future: Leveraging the FIRST Values Framework for Library Marketing

Keeping in mind marginalized community members when creating marketing.

Email Essentials: Increasing Patron Engagement through Marketing

Each new cardholder will receive a Welcome email; thank them for choosing Kaukauna Public Library, showcase our collection and services, explain how to find resources.

Building a Video Powerhouse: Project Management, Quality Standards, and Staff Development for Effective Library Marketing

Embrace video for all things, including staff training, library services, and more. Create a collection of evergreen videos that can be used for education and promotion.

Embracing Short Form Video

Don't chase trends, and always make your videos support your mission. Funny, goofy, and informational shorts can be mixed together to drive a message. Start highlighting patron stories, book displays, library displays, programs, etc. Use our diverse staff and their talents to promote books or services.

Since video is the #1 consumable on social media, and all focus is centered on creating more video. I will seek out ways to create videos, when possible, instead of "still" posts for social media. It provides a more personal message and will showcase our staff as well.

I also attended a dinner with 7 other folks from Wisconsin where we shared ideas and challenges.

I toured the St. Louis Public Library, a stunning Carnegie building in downtown St. Louis built in 1912.

The conference also included a “swag swap”. Attendees brought samples of their favorite or most effective marketing materials to share for inspiration and “borrowing” of ideas.

I took many examples of newsletters as I plan to overhaul our newsletter in 2025, making it more of a showcase of the library as a whole rather than focusing on library programs. New ideas include highlighting patron stories, library services, library staff, and reading recommendations.

Creating thank you cards with photos of actual patrons participating in library programs and services, instead of a photo of the library.