

YOUR LIBRARY'S MARKETING... BUT BETTER!



HANDS-ON WORKSHOP

APPROACH

WHY PLAN?

- Having established messaging:
 - Provides **clarity** (we don't want to confuse anyone — patrons and staff).
 - Creates **consistency** (we are all saying the same thing).

TIPS

- **Be clear** — sometimes we can lose the plot with too much creativity. Use your tagline and graphics to insert fun. Titles and details should be simple and straightforward.
- **Think backwards** — what questions will patrons have? How can you address those questions in your messaging?
- **Help staff** — quick-reference talking points and FAQs for staff go a long way.

ESSENTIAL ELEMENTS

1. TITLE

- The name of your program.
- Make it informative (put the fun in your tagline).

2. TAGLINE

- A fun elaboration on your theme — use this to draw your audience in.
- Make it short, clear, and dynamic.

3. QUICK DESCRIPTION

- Words to be repeated in your messaging across platforms.
- What do you want to reiterate?
- **Start with keywords:** fun, all-ages, reading, prizes.
- Develop into a fuller description (aim for two sentences).

4. DETAILS

- The information participants need to know.
- This should 100% settled before you launch.
- Include dates, prize information, how to sign up, age breakdown.
- What questions do you often get? Preemptively answer them here.

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This should look a little boring! Get it all finalized before going crazy.

SAMPLE PLANNING

Title: Summer Reading 2024

Tagline: Dive into a good book!

Quick Description:

Join this all-ages reading challenge happening at your local library!
Earn prizes for reading and participating in activities, all summer long.

Details:

Dates: June 1 - August 31, 2025

How to sign up:

- Sign up online or at the welcome desk.
- Sign up anytime throughout the summer.

How to track your progress:

- Kids: coloring sheet
- Teens: Online
- Adults: Online

Prizes:

- Stickers, bookmark, bucket hat
- Earn prizes at each level.
- Pick your prizes up at the library throughout the summer and before September 30.

BRINGING IT TOGETHER

1. TITLE

- Make it stand out.

2. TAGLINE

- Bigger than your description, smaller than your title.

3. QUICK DESCRIPTION

- Great for posters and flyers
- Can be used on smaller promotional materials with limited space (bookmarks)
- Excellent copy for social media posts

4. DETAILS

- Great for posters and flyers (tables and headings are your friend).
- **This information should live on your website.**
- On smaller materials, social posts, and emails, have a stable URL to direct people to your webpage or article for all of these details.

2025 SUMMER READING

Dive into a good book!

Join this all-ages reading challenge happening at your local library!
Earn prizes for reading and participating in activities, all summer long.

Details

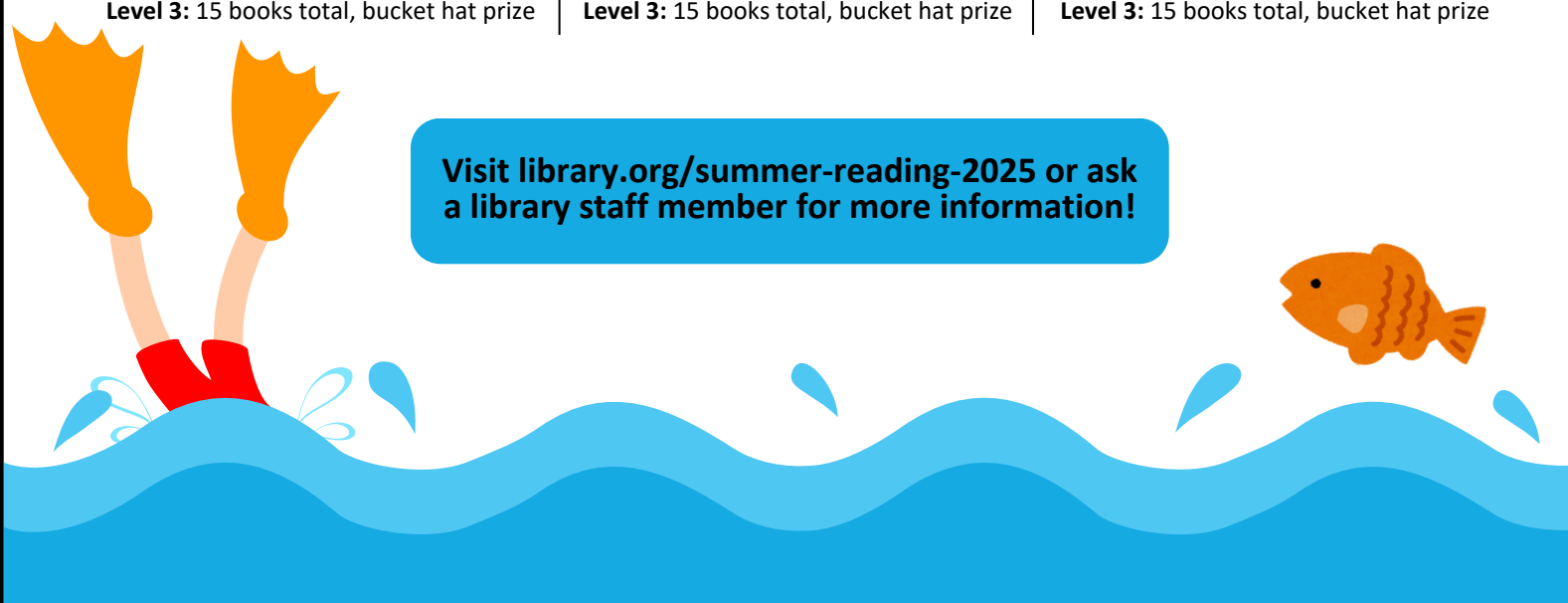
- June 1 - August 31, 2025
- Sign up online or at the welcome desk.
- Sign up anytime throughout the summer.

Prizes

- Earn a sticker, bookmark, and bucket hat!
- Pick up your prizes throughout the summer and before September 30.

KIDS (ages 0-12) Track your progress on the summer reading coloring sheet.	TEENS (ages 13-18) Track your progress on the library's app or online.	ADULTS (ages 19+) Track your progress on the library's app or online.
What counts? Books you read, books someone reads to you, storytime at the library.	What counts? Books, graphic novels, eBooks, audiobooks.	What counts? Books, graphic novels, eBooks, audiobooks.
Level 1: 5 books total, sticker prize Level 2: 10 books total, bookmark prize Level 3: 15 books total, bucket hat prize	Level 1: 5 books total, sticker prize Level 2: 10 books total, bookmark prize Level 3: 15 books total, bucket hat prize	Level 1: 5 books total, sticker prize Level 2: 10 books total, bookmark prize Level 3: 15 books total, bucket hat prize

Visit library.org/summer-reading-2025 or ask a library staff member for more information!



EMPOWERING STAFF

1. TALKING POINTS

- Give them confidence with a few lines to start a conversation with patrons.
- Make sure they're familiar with the details of the program — especially what you're sharing with the public.

2. FAQs

- Try to anticipate more complex questions not already clear on the promotional materials and provide staff the answers.
- Helpful to run FAQs by staff prior to launching so they can add other questions you may not have thought of.

These should fit on one page for easy reference.

(Guide on the back of your worksheet.)

2025 SUMMER READING

Talking Points

- **Have you signed up for Summer Reading yet?**
- It's a fun way to track your reading along with other community members and earn prizes.
- It's easy to sign up. Let me show you how.
- We have different reading challenges for all age groups.
- Here, take a bookmark and think about it. We'd love to have you join us!

FAQs

How do I earn prizes?

Answer

How do you track my reading? Do you track my titles? (I'm concerned about privacy.)

Answer

Who pays for the prizes?

Answer

What's the point of summer reading?

Answer

Don't know the answer? Email kirstin@libraryname.com for follow up!

PUTTING IT INTO PRACTICE

1. PREP (YOU'RE HERE NOW)

- Iron out all of the details.
- Answer preemptive questions.
- Plan where (platform), when (schedule), what (needed assets)

2. TEASING (SHORTER THAN YOU THINK)

- Post information on your website, mention it's coming in a newsletter.

3. MEAT OF MARKETING (LAUNCH-CLOSE)

- Launch: Email, social media, in-library materials posted
- Throughout:
 - Word-of-mouth reminders, social media, email updates, newsletters, Board meetings

4. WRAP UP

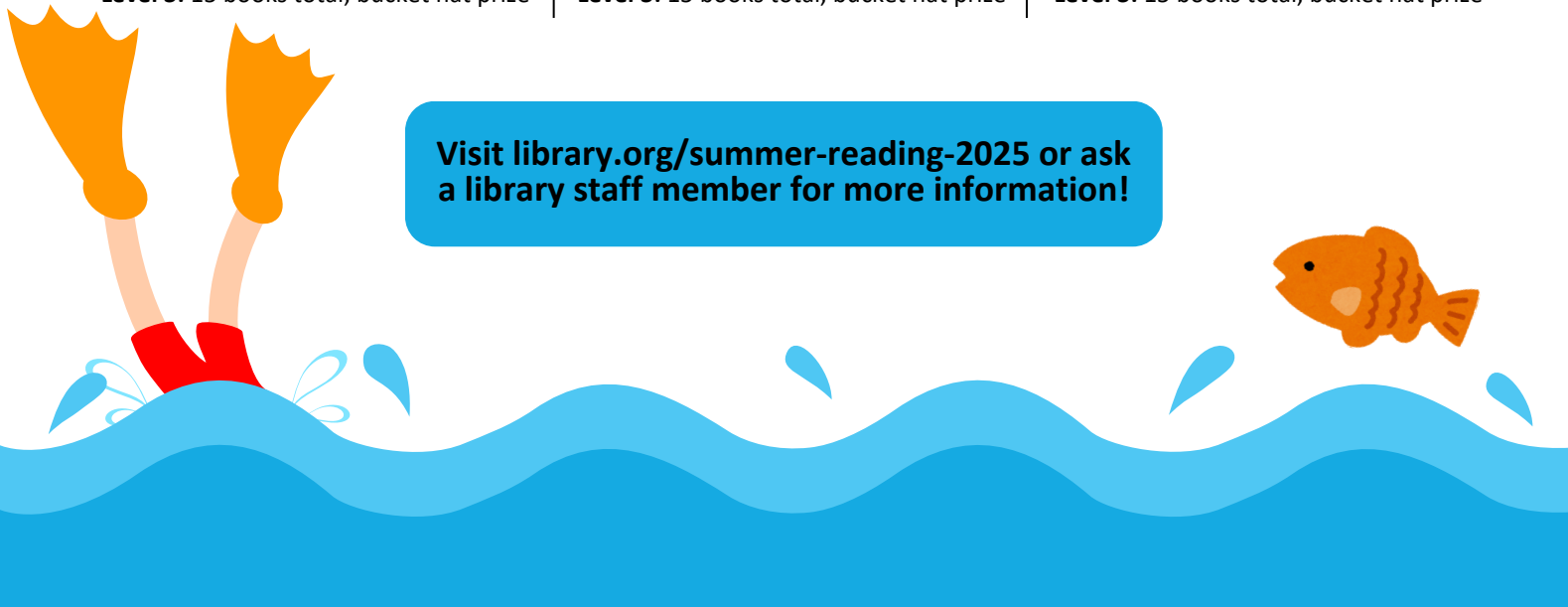
- THANK your patrons for participating (email, social media, be creative).
- Highlight the numbers.
- Use this as an opportunity to remind patrons of other upcoming events.

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Track your progress on the summer reading coloring sheet.	Track your progress on the library's app or online.	Track your progress on the library's app or online.
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THANK YOU!

UP NEXT
Marketing Swap!

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FAST FORWARD
LIBRARIES

