“You’re Gonna Need a Bigger Flyer”

Library Summer Program Marketing Crash Course

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YOU'RE GONNA NEED A BIGGER BOAT!
About Me:

• Community Engagement Director for the MidPointe Library System, overseeing marketing, system programming and partnership development

• Nearly 20 years in marketing
  • 10 years in libraries
  • Incoming CSLP Social Media Committee Chair
About MidPointe Library System:

- Located in southwest Ohio
- 12th largest in the state
- 5 locations + a bookmobile
About MidPointe’s Summer Reading Program:

• Largest single program we offer
• 11,000 -13,000 participants
• Dedicated budget
• Follow the CSLP theme
Disclaimer

There is no one-size-fits-all solution to marketing.
All libraries are unique.
All summer programs are unique.
All communities and intended audiences are unique.
ALL THOSE DISCLAIMERS MADE ME WANNA DO IT MORE.
What We Are Going to Do Today

• (Perhaps) Change the way you approach marketing your summer program
• Explore the marketing assets provided in the CSLP Manual
• Discuss real-world application
• Leave with a marketing plan template and resources to help make this your best summer program ever
First Things

• Start thinking of the Library & Summer Program as a Business & Product
• Your ROI?
Make a Plan

• (Don’t worry – we are going to make this easy.)
Collaborative Summer Library Program Manual Provides...

- Theme
- Graphic Assets
- Social Media Toolkit
Theme

... And what does it have to do with marketing?

As much as consistency is important for a brand, a different summer reading theme every year drives patrons back because it is something new.
Graphic Assets
Social Media Toolkit

• Living Document
• Contains Calendar of Posts, Social Graphics, #Hashtags and more
Social Media Committee

THANK YOU

Stephanie Birr
Erika Heinzelman
Debbie Best
Shawnie Crador
Sarah Palmer
Lori Rinaldi

Tracy Bagnato
Tori West
Fara Taylor
Tomeka Roulhac
Janelle Miller
Brittany Constantine
Marketing Mix and CSLP Asset Integration

- Promotional Printed Materials
- Media Relations
- Paid Advertising
- Community Awareness, Events & Partnerships
- Digital, Online & Social Media
- Internal Promotions
Promotional Printed Materials

- Bookmarks, Calendars, Posters, Flyers
- Reading Logs
- Internal/External Library Decor
Media Relations

- Press Releases & Solicitation
- Interview Opportunities
- Local Publications

FOX19.COM
Keeping Kids engaged over the Summer Months
The Ages and Stages Workshop will keep your kids involved in le...
Paid Advertising

- Newspaper/Magazine Ads & Inserts
- Radio
Paid Advertising

• Digital & Social Media Ads
• Outdoor Advertising
Community Awareness, Events & Partnerships

- Community Events
- Presentations to Stakeholders
Community Awareness, Events & Partnerships

• Influencer Partnerships
• School Outreach
Community Awareness, Events & Partnerships

• Community Partnerships

SUPPORTED BY YOUR LOCAL SCHOOLS
Reading throughout the summer helps prevent the summer slide.

St. John XXIII Catholic School
Edgewood City Schools
St. Francis Xavier
Salesianum
Lakota Local Schools
OCEANS OF POSSIBILITIES
Digital, Online & Social Media

• Anything with a Screen – Computer Backgrounds, Internal Promotional Screens, Self Check Display
• eNewsletters & Notices
• Library Website & Blogs
Digital, Online & Social Media

- Staff Email Signatures
- Virtual Meeting Backgrounds
Digital, Online & Social Media

- Where is YOUR Audience?
- Social Media Best Practices
Our "Universe of Stories" Summer Reading Program has been cleared for re-entry! Make sure to pick up all your prizes and turn in any raffle tickets by the end of the day!
Digital, Online & Social Media

• Video
• Contests
Giveaway alert! Post a gif below to tell us how you feel about the upcoming 3 day weekend! You will be entered to win this treasure chest packed with Renaissance Festival coupons, Harry Potter books and more! Winner will be announced Friday, August 30.

This giveaway was inspired by the 2020 theme for MidPointe’s Summer Reading Program - "Imagine Your Story." You can look forward to a whole summer of fairytale fun! #ImagineYourStory #LibrariesImagine
Internal Promotions

• Engage Your Staff!!
• Talking Points
• Staff Shirts and Buttons
Internal Promotions

- Casual for a Cause
- Staff Summer Reading Program
After Summer Ends

• That was a trap. Summer never ends.
After Summer Ends

• Celebrate your successes with the community
After Summer Ends

• Utilize your social media platforms
• Plan, Post and Partner
QUESTIONS?

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