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SOCIAL MEDIA & CONTENT DEVELOPMENT
PUBLIC RELATIONS



CAMPAIGN SUMMARY

HOW DO YOU LIBRARY?

#HOWDOYOU LIBRARY

PREPARED FOR BOYD COUNTY PUBLIC LIBRARY

JUNE 2019



OBJECTIVE

To raise awareness of the library's positive influence on the economy and community while educating the public on the digital and community services the library offers.

CURRENT MEDIA

- Digital billboard
- Static billboard
- ADI - Young Readers ad (weekly)
- Ashland Beacon ad (weekly)
- Bridges ad (quarterly)
- Social media
- Earned media, including press releases

TARGET AUDIENCE

The target audience is people who think the library is no longer relevant or understand why the library is expanding. To reach this audience, this campaign will include all of Boyd County with focus on rural areas, Ashland and Catlettsburg.



STRATEGY

The challenge that faces the library is effectively communicating its many programs and services to the public. It is important to show people the positive impact the library has on the economy and community as well as to continue to educate about the digital and community offerings for all ages and increase their usage.

In addition to the library's strong programming, it offers digital services from audiobooks and streaming music to continuing education and resume help for all ages which are free with a library card and can be accessed from anywhere that has internet. Focus should be on general resources rather than specific vendors since many in the community aren't familiar with the names, such as Audiobooks rather than RBDigital or Hoopla, and using a QR code for patrons to easily access the specific service would be helpful. Promotions that explain what the services are and how to use them will be beneficial in gaining support.

The library also offers equipment and passes allowing patrons to try an activity that interests them. From metal detectors and pickleball rackets to passes to the Highlands Museum and Discovery Center, Ashland YMCA, Dawson Pool, and Boyd County Indoor Gun Range, the library offers exclusive benefits to patrons that introduces them to many activities in the community at no cost.

Awareness of these services will help boost overall library support in the community and will help promote the impact these services has on the area.



PRINT

The library already uses several print media resources to promote its events and programming. The current ads will be used to deliver the messages for this campaign and include the #HowDoYouLibrary hashtag.

OUTDOOR

The library will have only two static billboards when the campaign begins which are planned to be moved near the library's new location in Summit. Using these billboards to promote the campaign's messages will help promote community support for the new facility.

VIDEO

Videos need to be created that show patrons and community members what services there are and how to access them. Possible topics include Checkout Your Community, Learn Something, Do Something, and Read Something. The videos should be formatted for sharing on the website and social media.

VENDOR MATERIALS

Existing promotional materials and videos from library vendors will be evaluated for use in this effort and will be rebranded with the BCPL logo and tagline where possible.



SOCIAL MEDIA

Facebook is currently the primary social media platform used to promote library events and for general posts. Money should be budgeted to boost posts and events specific to this campaign, particularly digital tools that aren't well-known, such as practice tests for ACT/SAT and Tutor.com targeting parents and Mango languages targeting both Empty Nesters, parents and travelers. Monthly boosts to library patrons and other members of the Boyd County community will help explain these services and promote usage.

Instagram is currently an underused social media resource and should be used to promote event photos, such as How to FirkinFest as well as some of the digital tools and community activities the library offers. To encourage more submissions, posters will be created with the event hashtag urging attendees to participate for a chance to win a free t-shirt designed especially for this campaign.

Twitter should be used to help promote events as well as for awareness of digital tools and community activities.

YouTube can be used for more videos that need to be created to walk through services and how to access them. YouTube videos can be used on Facebook to create a cohesive message and will be used to tell the stories of children in Boyd County who participate.

PUBLIC RELATIONS

Earned media should be taken advantage of where appropriate. Story pitches and press releases will be created to help expand the campaign to those in rural areas which may not be users of social media.



TIMELINE

The campaign will begin in July to align with the library's fiscal year and will continue through June 2020.

Poster and t-shirt design will be ready for use in August.

Public relations efforts will begin in August.

Videos will be created for use beginning September.

Social media efforts will begin in September.

Print ads will begin in November and December along with outdoor.

CREATIVE

Fun facts and interesting information will help people understand the resources that are available to them. The design and content will be wary of using library jargon to explain services and resources and will be created so that the average target audience member will understand the concept and how it specifically fits into their lifestyle. The creative will use graphs with statistics provided by BCPL where possible. In addition, a t-shirt design will be created for library staff to wear on specific days and for giveaways as part of the social media efforts.

