

# marketing

# NLLS REPORT



## LMC Meeting

Thursday September 20, 2018

### Social Engagement

- Social media has seen a steady increase in followers
- Best Practices for Facebook
  - FB determines what content you are going to see, and they rank accounts by who you engage with the most; engagement = like, love or angry face means that you will see more of that person's/page content
  - Comment on content means you will see more stuff from that person/page because FB decides on how meaningful those interactions are based on what actions you take on the other person's account
  - 'Like' is not ranked as meaningful as if you wrote a comment; a long comment is more meaning than a short comment; rare emoji (heart or angry face, etc) is meaningful = seeing more content
- If you are not seeing the people you want to see in your newsfeed; search for them and **engage** with them
- Stories that make you upset, offend, make you angry or disagree with → using angry faces means that FB prioritize these articles as content you want to see more of

#### Priority of Meaningful Interactions

1. Long comment
2. Conversations back and forth
3. Rare emoji

NLLS utilize social media to 'market the value of NLLS and local libraries' and to 'promote our collective library services' by 'communicating to communities the importance of libraries and showcasing library services'. ~ current Plan of Service

## Social Media



### Statistics

Facebook:

Apr 20 likes – 373

July 24 likes - 392

Twitter:

Apr 20 209 followers

July 24 227 followers

Instagram

Apr 20 196 followers

July 24 215 followers

Pinterest

Apr 20 534 monthly viewers

July 24 1300 monthly viewers

LinkedIn

April 20 11 followers

July 24 13 followers

# Marketing **NLLS REPORT**

## Library Aware

- Libraries have received their initial set up email from Library Aware
- NLLS will develop training for the library managers – manual, Niche Academy tutorials and individual assistance
- Library manager can go ahead to familiarize themselves with the resource, create materials and learn from the available tutorials
- Marigold shared their templates to demonstrate how they created their eResource handouts
- Recently visited Wainwright Public Library; finding content created by NLLS by the library is not easy – waiting for response from LibraryAware. The fastest fix is that LibraryAware has moved NLLS content to the beginning of the available templates
- Promotional material for eResources has been created

## Web Site

- Huge project and requires the input from all departments to ensure that the manager's site has a smooth navigation

## Idea Hub

- Have mainly been corresponding through emails; need members who want to continue to contribute meaningful feedback on projects – please email Heather to be included on the list

Current project is a brochure to promote & showcase eResources/digital resources that provide users with the knowledge that the library is much more than books and that access is available 24/7 with a library card.





