

# marketing

# NLLS REPORT



## Executive Meeting

Monday February 26, 2018

### Social Engagement

- Social media platforms provide a connection directly to your audience and are designed to let people share information (content) quickly.
- The utilization of social media tools allows an organization to establish a voice and increase visibility with the member libraries and the public.
- The purpose is to encourage the users to be educated about the NLLS organization and the services provided; while also connecting with the communities.
- As advocates and champions of community libraries and their services, libraries, Boards and Executive are encouraged to follow and like NLLS on social media.
- In the process of developing a balance between internal news and external news that engages with the audience.
- Each platform has attributes that make them better suited for particular goals, but all provide the organization with an online presence
- Current focus is on establishing a baseline to measure future successes.

## Social Media



### Statistics

Facebook:

Jan 15 likes = 328

Feb 15 likes – 349

Twitter:

Jan 15 196 followers

Feb 15 198 followers

Instagram

Jan 15 152 followers

Feb 15 171 followers

Pinterest

Jan 15 56 daily impressions

Feb 15 196 daily impressions

LinkedIn


Creation date Jan 2018

10 followers

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## HYPERLINK

"<https://www.facebook.com/NLLS.47/>" 

## FACEBOOK

<https://facebook.com/NLLS.47/>

- Once a strong following has been established, post things that that engage your audience
- Keep people interested but remember that it is not solely about selling
- Facebook is becoming 'the parent social media' platform; folks under 24 have a preference for Instagram and SnapChat
- Engagement is necessary



## PINTEREST

<https://www.pinterest.ca/re0119/>

- Boards should have categories related to the organization
- Makes it simple for followers to find what they are looking for
- Captions is the tool to optimize keywords



LINKEDIN <https://www.linkedin.com/company/northern-lights-library-system/>

- Specifically designed for business and professionals
- A fabulous tool for driving traffic but also prospecting, establishing thought leadership and also great for recruiting
- Less conversation compared to other social media; join groups where you can meet people from the same industry



## TWITTER

[https://twitter.com/nlls\\_alberta/](https://twitter.com/nlls_alberta/)

- Fast paced and easy way to connect with audience
- Focus and effort is to drive people back to the website
- Content needs to be enticing for people to stop and click; use quotes, statistics or questions
- Engage in conversation, respond to mentions and direct messages
- Hashtags are useful tools, people looking for specific information will search by hashtags



## INSTAGRAM

[https://www.instagram.com/nlls\\_alberta/](https://www.instagram.com/nlls_alberta/)

- Very popular social platform especially with the younger generation
- This platform is quick, visual and mobile
- Post high quality pictures and videos
- Hashtag are used to engage audience

Along with building public relations, the role has included investigating and sharing library trends and testing different marketing tools.

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## Looking Forward

Website, Communications, Promotional Material

A number of foundational steps are necessary to promote awareness and participation.

- Creation of two groups; Yammer group and a private Facebook group
  - To encourage collaboration & sharing while building relationship
  - Building relationships does not happen overnight
  - Currently the Yammer group has 37% (19 out of 52) accepting the invite
  - Facebook private group it at 26% (12 out of 46) participating
  - Discussion at LMC to determine the preferred method of communications
- Discussion during LMC will provide input during the website clean-up; the intention is to separate the website to highlight the different audiences that NLLS serves – the library managers and the public.
- The website split into 2 separate focuses on the training materials and promotional materials both in print and digital formats that are required.
  - Process: website clean-up, Niche Academy training videos, tipsheets, promotional material all need to go hand in hand