

marketing 

NLLS REPORT



LMC

Wednesday May 30th, 2018

Social Engagement

- Social media has seen an increase of followers
- The utilization of social media tools allows an organization to establish a voice and increase visibility with the member libraries and the public.
- 'Social media pages have become a "must have" for all businesses.'

<http://www.brickmarketing.com/blog/social-media-information.htm>

LMC request:

- LMC's recommendations has shifted the workflow
- Have started with the creation of brochure for the eResources – AudioBooks is the starting point
- Have created posters and social media post that can be used and shared by all member libraries
- Tutorials for Pronunciator have been added to Niche Academy and other tutorials have been updated
- Quick Links have been moved on the website, staff roles and responsibilities are available on the website & booklet created with staff photos and responsibilities will be in your LMC folder

Social Media



Statistics

Facebook:

Apr 20 likes – 373

May 21 likes - 377

Twitter:

Apr 20 209 followers

May 21 215 followers

Instagram

Apr 20 196 followers

May 21 202 followers

Pinterest

Apr 20 534 monthly viewers

May 21 287 monthly viewers

LinkedIn

April 20 11 followers

May 21 11 followers

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The preliminary question, “What are libraries’ expectations from the Marketing and Communications person?” asked 6 months ago.

- **Develop new platforms for managers to communicate with one another**
 - Groups have been created – Yammer and Facebook groups; these have not had great success, but they do offer value. Since they have been created perhaps they can be used for future endeavors.
 - Office 365 apps (recently tried One Drive and Team) do seem to have slight issue with sharing between NLLS and member libraries and also for member libraries sharing with others; this is being investigated
- **Develop of professionally design promotional material**
 - The Idea Hub would be ideal for providing direction. Tools and resources have also been investigated and NLLS has purchased Library Aware to assist with this need, 77% of the survey were in favor – the purchase of Library Aware is \$4800 yearly from the Marketing Department’s budget
 - Investigated options for graphics:
 - Shutterstock quoted:
 - 3000 downloaded images per year for 50 users to 99 users would be an annual payment of \$15,000 for Standard Basic Rights (unlimited digital use and up to 500,00 copies for print) / meaning \$5 per image **or**
 - 6000 downloaded images per year for 50 users to 99 users would be an annual payment of \$18,000 for Standard Basic Rights (unlimited digital use and up to 500,00 copies for print) / meaning \$3 per image
 - Still waiting on quote from iStock
- **Brochures, Posters, Niche Academy**

As items are created they are placed on the eResource page of the website. Niche Academy has been updated with available tutorials, creation of unique NLLS tutorials are underway.