

marketing

NLLS REPORT



Board Meeting

Saturday November 3, 2018

Social Engagement

- Social media has seen a steady increase in followers
- Continue to monitor trends and changes in social media marketing

Niche Academy

- Libraries have been invited to view available tutorials
- NLLS Public tutorial: Sept – 84 views, Oct 98 views
- Manager training academy – need new content; public services and bibliographic services
- Marketing materials academy usage: need new content; currently working on videos for Library Aware

Library Aware

- Libraries have received their initial set up email from Library Aware
- Marketing and all members of Public Services are trained
- Training manual printed and sent to all libraries

Web Site

- Updated the eResource page but not without difficulties – working on rebuilding the page to make navigation easier for the patron
- Added an online form for libraries to fill out when requesting marketing material

Formatted an employee handbook from the policies.

Social Media



Statistics

Facebook:

July 24 likes – 392

Oct 25 likes - 399

Twitter:

July 24 227 followers

Oct 25 234 followers

Instagram

Apr 20 196 followers

July 24 215 followers

Pinterest

July 24 1300 monthly viewers

LinkedIn

July 24 13 followers

July 24 15 followers