

marketing

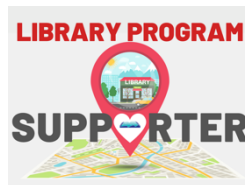
NLLS REPORT

Executive / Board Meeting

Saturday September 21, 2019

Social Engagement

- Working on NLLS promotional materials to create lasting awareness of the library system within the member communities that provides brand recognition (match the logo to the library services)
 - Possibly Magnets / Buttons
- Assisting libraries in receiving business support from their communities. Example: If a business supports a library program; the library will recognize the support and the business will receive a window cling to display.
- Be a social media ambassador; support libraries and the systems on social media to build community excitement and spread the word that libraries are so much more than books



Website

- The website now has a favicon (icon in web browser tab) and updated social images (displays photo of NLLS instead of TownLife information in emails and social media)
- Under the Board → Agenda organized by dates
- Under the Board → Minutes organized by dates
- Under the Board → Board-Exec Reports you will notice an 'ALL REPORTS PER MEETING' added at the end of the list. Clicking on 'All Reports per Meeting' will display all of the reports/financials/handouts alphabetically and organized by the dates of the meetings.
 - Under the Board-Exec Reports, you will still be able to search for a specific report from the list
- Updated the Indigenous tab on the website

Social Media



Statistics

Facebook:

Feb 11 likes – 432
May 13 likes – 444
Aug 26 likes - 463

Twitter:

Feb 11 - 242 followers
May 13 - 242 followers
Aug 26 – 253 followers

Instagram

Feb 11 – 226 followers
May 13 – 231 followers
Aug 26 – 247 followers

Pinterest

May 13 – 1429
Monthly views
Aug 26 – 1.5k
Monthly views

LinkedIn

Feb 11 – 15 followers
May 13 – 16 followers
Aug 26 – 20 followers

Niche Academy Tutorials Usage

Jan - August 2019

Top 5

- 1) TRAC – requesting and browsing: 342
- 2) OverDrive – 191
- 3) Pronunciator – 176
- 4) Duolingo – 169
- 5) Lynda.com - 147

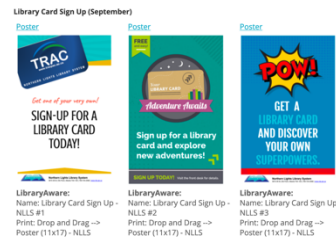


- Library Manager's website update:
 - Using the Latest News section of the managers website to include information from NLLS
 - An eResource promotional material page has been created with links to promotion material available directly from the individual eResource (may include print ready material, both website and social media graphics)
 - Updated the eResources & Poster Template pages, added quick link to 'Marketing Request Form'

Library Aware

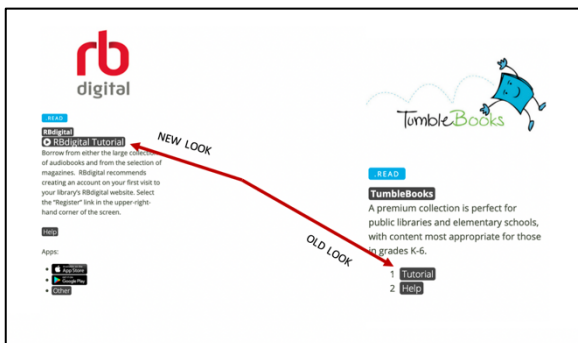


- one-on-one tutorial are available for library managers
- Lynda.com tipsheet is now available
- Posters created to promote VR, 3D Printer and Minecraft programs
- Posters created for Library Card sign up promotion
- Bookmarks created to promote eResources
- The tipsheets for eResources and promotional posters are available on the manager's website; they can be printed and used but if the library would like to have their own branding it must be edited in LibraryAware



Niche Academy

- Updated their button functionality



- **Public tutorial:** May 399, June – 445, July – 333, August - 272
 - **Manager tutorials:** May – 82 views, June – 154 (SRP), July – 7, August - 17
 - **Marketing tutorials** – merged with Manager Training
- *The stats from the Marketing Material Academy did not transfer once the two academies merged

1566858924854000_csv

Tutorial	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Total
Google Photos – Save and Share Your Favorite Memories	0	0	0	0	0	0	0	0	0	1	22	5	10	38
Using TRACpac for Requesting and Browsing Library Materials	1	3	15	1	1	21	5	28	96	58	41	38	55	363
How to Place a Hold on a Multi Part Item	0	0	0	0	0	4	1	4	3	4	3	1	0	20
Ancestry Library Edition – Access Genealogical Records of Billions	10	7	11	3	11	17	22	9	20	7	4	17	9	147
Auto Repair Source – Automotive Information	0	0	0	0	0	0	0	0	0	0	3	9	1	13
AutoMate Car Repair	0	0	0	0	0	0	1	1	7	4	4	0	3	20
cloudLibrary – eBooks and AudioBooks	21	6	7	16	22	19	14	5	4	5	10	9	8	146
Consumer Reports – Unbiased Product Reviews	0	0	2	29	20	20	7	22	2	35	7	8	24	176
Duolingo Languages	5	5	1	2	6	9	25	9	4	6	26	44	46	188
Cypress Resume – Create Professional Documents That Land Interviews	2	1	0	0	0	3	3	1	16	4	7	7	2	46
EBSCOhost – A Powerful Reference System for EBSCO Databases	0	0	0	0	0	0	2	9	7	3	9	7	5	42
Explora	0	0	0	0	0	0	2	3	6	0	3	1	3	18
Explora – Research Made Easy	0	9	0	0	0	0	1	1	0	2	4	2	0	19
Freeding: Downloadable eBooks - available at some Libraries	0	0	0	0	0	0	0	12	2	0	0	1	1	16
Freegal Music - available at some Libraries	0	0	0	0	0	0	0	10	0	0	2	1	0	13
Goodreads – Perfect Book Recommendations	3	1	3	10	6	22	2	1	3	4	1	0	3	59
Hobbies & Craft	0	0	0	0	0	0	3	6	6	9	15	3	3	45
Home Improvement Reference Center	0	0	0	0	0	0	1	4	2	3	5	0	1	16
Hoopla – Audiobooks, eBooks, Music, and Video	27	9	7	6	4	20	6	21	23	9	12	14	18	176
Lynda.com – Tech Skills to Boost Your Career	0	0	0	0	0	0	0	0	0	33	92	22	0	147
NoveList Plus – Book Recommendations	21	4	0	1	1	3	10	7	9	16	22	13	6	113
OverDrive Libby – eBooks, Audiobooks, and More	27	4	23	6	2	24	12	19	14	41	37	22	22	253
PressReader – Connecting People Through News	6	17	0	6	0	4	1	16	44	25	1	24	12	156
Pronunciator – Language Learning Online	0	3	0	0	0	3	3	1	24	99	25	18	3	179
RBdigital – eBooks, Audiobooks, Magazines, and More	17	4	12	19	6	16	3	17	23	1	11	32	4	165
Small Engine Repair Reference Center	0	0	0	0	1	1	1	0	1	0	4	0	0	8
Research Essentials – Authoring Research Questions	0	0	0	0	0	0	0	2	0	0	2	1	1	6
TumbleBook Library – Picture Books and Kids Videos	11	6	16	2	3	6	11	11	6	3	26	0	17	118
Research Essentials – Better Search Techniques	0	0	0	0	0	0	0	12	0	14	2	12	2	42
Research Essentials – Finding the Right Sources	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Free Citation Generators – Cite MLA, APA, and More in a few Clicks	0	0	0	0	0	0	0	1	0	4	4	1	3	13
Research Essentials – In-Text Citations	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Research Essentials – Paraphrasing and Summarizing	0	0	0	0	0	0	0	0	0	1	0	0	0	1
ME Libraries	0	0	0	0	0	0	0	0	5	3	15	15	8	46
TAL Online	0	0	0	0	0	0	0	0	5	1	15	4	0	25
Microsoft Office - Word	0	0	0	0	0	71	2	3	0	0	9	0	0	85
Computer Basics	0	0	0	0	0	4	0	4	0	0	1	0	0	9
Microsoft Office - Publisher	0	0	0	0	3	4	2	1	7	0	0	0	0	17
Tech Talk: Microsoft Excel 2016 Tips & Tricks	0	0	0	0	0	0	31	8	0	2	0	0	0	41
Windows Basics	0	0	0	0	0	0	1	0	3	0	0	0	0	4
Internet Basics	0	0	0	0	0	0	0	0	1	0	0	0	1	2
Microsoft Office - PowerPoint	0	0	0	0	0	1	2	0	1	0	0	0	0	4
Gmail – Email from Google	0	0	1	0	0	1	2	0	1	1	0	0	0	6
Facebook – From Signing Up To Setup	2	1	4	2	5	5	2	1	7	0	0	1	0	30
Twitter – For People Who've Never Tweeted	2	0	0	0	0	2	0	0	1	0	0	0	0	5
Instagram – Share Your Moments	0	1	0	3	5	4	1	1	1	1	0	0	0	17
LinkedIn – Social Networking for Job Seekers and Professionals	0	0	0	0	0	0	0	0	0	0	1	0	0	1
Pinterest – The World's Catalog of Ideas	1	0	2	0	2	8	2	2	1	0	0	1	0	19
Snapchat – Photos and Videos Shared for a Moment	3	0	2	0	0	0	0	0	0	0	0	0	0	5
Total	159	81	106	106	98	292	181	252	355	399	445	333	271	3078