CONTRA COSTA COUNTY LIBRARY COMMISSION

AGENDA ATTACHMENT 7

MEETING DATE: Thursday, August 24, 2017
AGENDA ITEM #: 12.C.
ITEM: LIBRARY MARKETING AND COMMUNICATIONS

RECOMMENDED ACTION:
No action is recommended.
Marketing and Communications
Goals

- Increase awareness of library programs, collections and services
- Collaborate with County departments, community organizations and schools
- Improve printed and electronic marketing materials
- Grow library social media presence
- Grow marketing photo library
Truck Wraps

- The library uses three box trucks to deliver materials to the 26 branches
- Each takes a route through east, west or central/south county
- We will wrap the sides and back of the trucks with library images and graphics
Example
Digital Signs and Screensavers

Digital signs: Clayton, Danville, Hercules, Lafayette, Pittsburg, Pleasant Hill, Walnut Creek and San Pablo

Coming soon: Bay Point, Orinda, Ygnacio Valley, Concord

400+ screensavers on public computer screens
Social Media

- Facebook - Systemwide account and 20 branch accounts
- Twitter - Systemwide account and San Pablo
- Instagram - Martinez, Concord, Lafayette and Walnut Creek
- Next Door - Brentwood, Antioch, Concord, Walnut Creek
Other projects

- Press releases
- County partnerships
- Promotional items
- Internal marketing
- Staff badges
- Branch specific projects
- Photography