MEETING DATE: Saturday, September 16, 2017
AGENDA ITEM #: 11
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
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