

MARKETING AND ADVOCACY

Overview

The Library Governing or Advisory Board, the Library Director, and the library staff communicate, advocate, and promote the library and its services with current, high-interest information, and materials. The library has an active, ongoing, and planned approach to market its services and value to the public, including special or underserved populations (as defined by the library) and written policies to support their public relations efforts.

The mission and vision of the library, as defined in the library's strategic plan, need to be reinforced in the library's public relations program, which includes the marketing plan. Public relations include ongoing activities to ensure a strong public image; marketing is used to identify the customer, to keep the customer, and to satisfy the customer. The goal is to identify community needs and increase community awareness and support of the library's products and services.

There is also a role for boards and directors in lobbying for important library legislative issues. It is important to understand the limitations in regard to this. Knowledge of laws affecting libraries in regard to lobbying is necessary (see Fair Campaign Practices Act.)

Marketing and Advocacy Checklist

- ☐ **1. Conduct a community survey to determine the needs of all members of the community, the impact of library services, and to inform what is offered in the future.**
- ☐ **2. Develop, adapt, and implement a comprehensive public relations program that includes a marketing plan that reflects the community needs.**
- ☐ **3. Allocate funds for marketing that includes advertising, printing, postage, and supplies.**
- ☐ **4. Communicate about funding sources (including fines and fees) and the services library provides.**
- ☐ **5. Develop and implement procedures to receive and respond year-round to comments, suggestions, and feedback from the community in order to refine and develop services and marketing.**
- ☐ **6. Communicate a positive image of the library and its services while remaining receptive to diverse opinions and suggestions.**
- ☐ **7. Develop and implement policies and procedures on challenges to collections, filtering, exhibits, programs, etc. so as to actively communicate with patrons.**
- ☐ **8. Advocate for improved library service at the local, state, and federal level. Serve as representatives on behalf of the library, promoting its use, encouraging its development, and enhancing communication between the library and the public.**
- ☐ **9. Train and provide resources for internal and external advocates for the library.**
- ☐ **10. Promote services in a variety of ways with consistent and focused information delivered to targeted audiences.**
- ☐ **11. Communicate contributions to or impact on community.**
- ☐ **12. Maintain a website that includes information about the library and promotional messages.**
- ☐ **13. Use social networking tools to communicate and market services and programming.**
- ☐ **14. Participate when critical legislative issues arise that affect the future of libraries.**

- ☐ **15. Participate in statewide campaigns that focus on public awareness of libraries in order to garner support and funding.**