Library Programs and Public Relations

03.07.03.G2   Marketing Guidelines

The Community Relations Office (CRO) is here to help provide a variety of services and methods to make the promotion of programs, events and resources as successful and impactful as possible. As library employees, our mutual goal is to promote the library in a positive way so the community knows about the programs, services, and resources at PCCLD. These guidelines are intended to help the CRO strategically include program, service, or resource to district-wide marketing and all district communication channels, allowing the CRO to complete the greatest number of requests in the most effective and efficient fashion possible.

When promoting a resource or program, it is important to decide the best way to convey the information. It is also important to acknowledge that in a given month, PCCLD hosts hundreds of programs in addition to its current and ongoing services. When considering how to promote a program or service, it's important to be strategic with the marketing requests and take into account that not all programs, events, services, or resources are able to be given the highest level of marketing support.

CRO uses the Communico and HelpDesk platforms for staff to request marketing support. These platforms provide coordination, efficiency, and accountability around the marketing that is requested and ultimately fulfilled by CRO. Please remember that the marketing received will only be as good as the information received by CRO. When entering anything about an event or when asking for marketing support, it's important to provide all needed details about the event. To make a request, please include details, such as the title, date, time, location, presenter information, a brief description of the program, any logos and or images if applicable, and any information that is important to communicate to CRO and the greater public. It is also important to review the event details submitted to ensure the information submitted to CRO is accurate. Submit suggestions for graphics or photos if a specific image is wanted or needed. The CRO will view the content provided, and if necessary, discuss any changes that would benefit the promotion of the service or program.

When requesting marketing, library staff should plan programs and events a minimum of 30 days out from the event date. All events/programs must be entered into Communico by the 1st of the month prior to the month they are being held. This lead time allows the CRO to produce print and electronic pieces that have been through a proper design process, include all information in the library program guide, and schedule all district marketing in a strategic and timely fashion. The goal of CRO is to have all printed promotional and electronic materials available two weeks in advance of the event, program, or resource launch, which is in line with best practices for promotions.

Outside of monthly programs and events, the CRO requests a minimum of 30 days lead time before the marketing materials are needed (note: this is two weeks before marketing materials are needed, not the start of the event). On the rare occasion, there may be circumstances that require a greater length of time to complete a request. CRO recommends early conversations about publicity and marketing so a proper plan can be created in tandem with all library departments involved.

Requesting publicity materials from CRO

STEP 1: All Programs and events should be included in the library's online calendar

Marketing requests should start with the determination of including the program, event, or resource in the online calendar. PCCLD utilizes the web-based system, Communico, to coordinate a district-wide, public-facing calendar of library events. The online calendar must be used when marketing a program or event that is held on a certain date or time. All programs and events must submit marketing requests via Communico. If marketing materials are not submitted via Communico by the monthly deadline and marketing is requested outside of the Communico system, CRO will not fulfill these requests. Using the correct system and respecting deadlines is needed to ensure that all marketing throughout the district is completed in an accurate, timely, and effective way.

STEP 2: Requesting marketing materials using the Communico calendar.

Programs and events should be entered into the Communico calendar system by the first of the previous month. This provides enough time for patrons to view the program in the online calendar and allows adequate time for promotional materials to be completed. All calendar submissions must be entered into Communico fully published and approved by the 1st of the previous month to be included in any district marketing (i.e. all programs entered for the month of May must be completed by April 1st). It is important to have all needed and accurate information submitted to the online calendar including a clear program/event description, time, date, age group, event type, contact information, and location are just some of the details to be included in the request to ensure marketing materials are accurate and sufficient.

The first day of the month is the marketing submission deadline for the following month. By the end of the day on the 1st of the month, all information should be entered, accurate and published/approved in Communico. If the first of the month falls on a Saturday, Sunday or holiday, events/programs should be entered into Communico prior to these dates.

Each event should have a review process before being approved and ultimately published. It will be the responsibility of the individual entering their program or event and their manager to have all necessary and accurate information before the program or event is published to the online calendar and submitted for CRO to complete marketing materials.

Using Featured Event Listing: A simple selection within Communico's "featured event listings' allows the program to receive and request marketing. If an event does not have a selected "Featured" program setting, the event will be published within the online calendar and the newsletter, requested by the marketing deadline. Below details featured listings and what feature listings receive when indicated:

- **No featured listing**: online calendar and newsletter only.
- **Global Feature:** this is a feature used only for multi-branch, district-wide programs (i.e. multi-branch Summer Reading Programs).This feature listing should be used in coordination with CRO to develop a marketing plan specifically for this event/program.
- **Branch Feature:** These programs will receive posters, flyers, a newsletter listing, and an online calendar listing (i.e. a recurring program or program using the monthly theme, or a one-time program).
- **Branch Feature with a note:** If social media is requested, within the notes field, add "Social Media Requested" and state the preference for the program to be posted to Facebook either 14 days or five days from the program date. If specific marketing needs are required (i.e. flyers sent to every branch, bookmarks, or anything outside of what is provided within the Branch feature), please add the words "Special Feature" in the notes tab and detail what is needed and by when.

  If live streaming, a photographer, or a videographer are requested, this must also be noted within the notes feature by adding the text, "Live Stream Requested, Photographer Requested, or Videographer Requested." These text notes will denote a need for this additional service and a member of CRO will contact the requesting person to coordinate details. Please note that adding this request to your event, does not mean that this request is approved. The CRO will determine if this request is able to be fulfilled.

STEP 3: Requesting marketing for resources, services, or follow up from an existing marketing request

All program and event marketing must be submitted via Communico. However, marketing requests for new resources - services, collections, databases, or other items that do not have necessity to be listed in the online calendar must be submitted via the Help Desk. When making a request via the HelpDesk, select the Community Relations Department under the "Group" tab. It is important to include all relevant details to ensure CRO will be able to successfully promote the resource or service efficiently and effectively.

The HelpDesk request system can be used to request follow-up marketing materials (i.e. a need for additional flyers or program guides from the initial request).

Understanding Digital Marketing at PCCLD

Social media is a tool that can be used to promote programming and events. It is also a tool that PCCLD can use for featuring library services, facilities, special features, branding awareness, fundraising, and other needs of the district.

Social media post requests should be limited to four post requests per month per department/branch; any additional post requests will be considered on a case-by-case basis by CRO. Posts will be scheduled either two weeks (14 days) or five days in advance of the program to allow for consistent scheduling. Social media requests will not be accepted via the HelpDesk ticket system and will only be accepted via Communico events published by the monthly marketing deadline. Only one post per event will occur. If an event is district-wide, CRO will determine the frequency and post type.

All social media pages must be managed and created by CRO. The CRO is the approved public information source, no external social media page(s) should be created outside of the department and should not attempt to be the official voice of PCCLD. All library programs, events, and resources should be publicized within an existing PCCLD created social media page, no program, event, or resource should have its own social media page unless approved by CRO.

PCCLD has several social media channels that are used to promote PCCLD's services, events, and resources. These channels include:

- **Facebook (PCCLD, district-wide page):** This page is the district brand of PCCLD and will be used to post only district-wide events, district-wide programming (i.e. heritage month programming that is district wide, kickoffs, etc.), library services, collection items, branding, fundraising activities, etc. This page is under the discretion of the CRO.
- **Facebook (Individual branch pages):** These pages should be used as a branch specific tool. These pages will be the pages that will list branch marketing requests. These pages will also receive some district-wide postings (i.e. closures, service updates/additions, fundraising activities). The post requests for branch programming will come solely from the submissions in Communico. Tags, likes, and shares on all Facebook pages are under the discretion of the CRO.
- **Instagram (PCCLD, district-wide page):** This platform only has a PCCLD district presence. This page will be treated the same as the PCCLD Facebook page. There are no branch pages for Instagram and this is because Instagram is not a bulletin board for all events. Instagram should be used as a branding and awareness platform where PCCLD can post reels, pictures from events, and gain awareness of PCCLD overall. This platform is under the discretion of the CRO.
- **X (Formerly known as Twitter):** This platform is primarily used to convey messages from the district as an organization (i.e. new programs, announcements, press releases, etc.) PCCLD utilizes this platform to distribute messages that can be noted by the communications community. This platform is under the discretion of the CRO.

PCCLD's Website can be used to display information and market PCCLD featured programs, services, and resources. The PCCLD website is designed to feature three or four items at a time, the space available is finite. These items and what is featured is under the discretion of CRO. These featured areas will contain information including the monthly PCCLD theme(s), library services, databases, and/or special announcements/features.

Email blasts are used to promote the monthly library program guide and specific-interest programs and services to a list of email subscribers, library donors, and active Friends of the Library members. Eblasts, their content and frequency is under the discretion of CRO.

Live Streaming, photography, and videography are methods and functions that the CRO uses to publicize and market library programs, services, and events. Library staff may request live streaming, photography, and videography to be fulfilled by the CRO. Please note that not all requests can be fulfilled, and the CRO will ultimately determine if this is a viable request.

News Media and Media Releases

Media releases can be requested for major events that impact the district as a whole, or attract a wide audience.

Special Note: If requesting a Press Release, the program/event host and/or the manager must make a request via the HelpDesk system. This request must provide detailed information about the program or event including a description of the program, event, or service, biographical information about the presenter, how the program will benefit the participants, and any other information that will make this newsworthy to the media (newsworthy means the program or service is about a current issue or timely topic that's relevant to the community). This information can be submitted in bullet points, in complete sentences or as a narrative.

Paid Advertising

Paid advertising is used to promote specific-interest programs and services outside of PCCLD owned marketing and communication platforms and is information released to the media. Paid advertising is up to the discretion of CRO.

PCCLD's Community Relations Department
The CRO is housed in the Administration Wing on the 3rd floor of the Rawlings Library, located at 100 E. Abriendo Avenue. The hours of the department are 8:00 a.m. to 5:00 p.m., Monday through Friday, and evenings and weekends when called for by special events and other library programs. All PCCLD staff are encouraged to email, call or make an appointment for face-to-face meetings to discuss any issues or provide feedback.

Executive Director of Pueblo Library Foundation and Strategic Initiatives
Name: Nick Potter
Email: nick.potter@pueblolibrary.org
Phone: 719-562-5605

Manager of Community Relations
Name: Sara Schwartz
Email: sara.schwartz@pueblolibrary.org
Phone: 719-553-0220

Marketing Manager
Name: Ann Boyden
Email: ann.boyden@pueblolibrary.org
Phone: 719-562-5606

Multimedia Marketing Specialist
Name: Jay Ramos
Email: jay.ramos@pueblolibrary.org
Phone: 719-562-5600 (ext. 222)

Website Manager
Name: Michelle Vigil
Email: michelle.vigil@pueblolibrary.org
Phone: 719-562-5612