

# 2023-2025 Make Connections

# COMMUNICATIONS PLAN

**VISION** The New Berlin Public Library is a vital community destination open to everyone.

**MISSION** Provide a welcoming space for community connections with access to materials and services that enhance education, entertainment, culture, creativity, and curiosity.

The New Berlin Public Library's **Communications Plan** provides a framework for the Library Director and Staff to enhance marketing efforts for the Library. Together, we are inspired to align our strategic priorities with our communication efforts to promote clear, dynamic, navigable, and streamlined access to the Library. Shared focus on Library brand awareness and promotion using enhanced marketing and promotional priorities will ensure audiences are connected with Library services, resources, community connections and spaces.

-The New Berlin Public Library Marketing Team

## MARKETING PRIORITIES

### ENHANCED MARKETING INFRASTRUCTURE

We will continue to develop and streamline processes and systems to enhance Library promotions.

### ENHANCED WEB COMMUNICATIONS

We will continue to use new web-based technologies, software and systems to connect and serve Library users.

### ENHANCED SOCIAL COMMUNICATIONS

We will continue to envision optimized social media platforms which use creative digital content to best express the Library's personality and value to foster connections.

### ENHANCED DIRECT CONNECTIONS

We will continue to curate resources and open lanes of access to reach our Library audiences to stay connected.



The Library Marketing team has identified key areas in which to best engage patrons with relevant and personalized collections, programs and services. We look forward to the next two years with targeted marketing focus on the following goals and tasks:

## A. ENHANCED MARKETING INFRASTRUCTURE

*Achievement through the following tasks:*

1. Implement a standardized style guide with templates to increase continuity of promotional formats.
2. Streamline marketing processes and communication with electronic Microsoft Program forms.
3. Maximize program and events with a "Weekly Happenings" promotional tool on social platforms.
4. Designate specific library spaces for in-house promotion and digital screens to publicize upcoming events and services.
5. Use social media to develop the library brand that projects our mission and show our personality.

## B. ENHANCED WEB COMMUNICATIONS

*Achievement through the following tasks:*

1. Implement website, calendar and reservation system, using **LibraryMarket** platforms, to present clear and simple content management for staff and navigability for patrons.
2. Ensure website provides a consistent user experience for mobile, desktop, and tablet users
3. Develop use of content-related SEO features to increase visits to the Library website.
4. Supplement Library newsletter content on the website with a Library Blog

## C. ENHANCED SOCIAL COMMUNICATIONS

*Achievement through the following tasks:*

1. Develop of a core team of staff for content management, social direction and continuity.
2. Create regular story content to show the Library's staff, collections, materials and space.
3. Optimize platform algorithms by creating reels, sharing event pages and content across platforms and community sites.
4. Participate in online forums and discussions to promote the Library and professional connections with staff.

## D. ENHANCED DIRECT CONNECTIONS

*Achievement through the following tasks:*

1. Adopt consistent promotion for the Library's CAFE APP awareness.
2. Utilize digital software, **MailerLite**, to grow and target audiences and reach subscribers with welcomes, anniversaries, relevant library programming, events, collections and services.
3. Optimize library spaces for dynamic displays and pop-up promotions.
4. Actively pursue outreach opportunities to partner on projects and bring library services to the community.

## Assessment

To measure the Library's impact with our marketing enhancements, use system analytics to evaluate the effectiveness of the marketing objectives. Consider surveys of Library stakeholders and use feedback for website development

## Marketing Goal and Task Updates:

For the two-year duration of this Communication Plan, members of the Marketing Team will provide annual updates to the Library Board of Trustees.