MARKETING THROUGH PARTNERSHIPS IN YOUR COMMUNITY AND BEYOND

Presented by:

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Parkland Community Library
history

Failed referendum = new marketing plan
marketing
OUR LOGO: AN INSIDE LOOK
REFLECTING OUR COMMUNITY

BEFORE
A traditional approach.

- Tree graphic overwhelmed our name
- Font was hard to read
- Color scheme chosen for more naturalistic feel
- Logo could not be used across all print and digital materials

AFTER
Making connections.

- Tree graphic modernized and planted in community.
- Font modernized to create a feeling of relevancy for our community
- Color scheme chosen to align with Parkland School District colors
- Color scheme of red, gray, black and white chosen for feelings of energy, warmth.
- Tagline added for emotional value
OUR NEWSLETTER: CONNECTION
TELLING OUR COMMUNITY'S STORY

BEFORE
A top down approach.
- Color scheme was not cohesive
- Difficult to read
- Events only
- Library voice driven
- Only available at our library

AFTER
Communicating & strengthening partnerships.
- Color scheme aligned with logo
- Format changed to increase accessibility
- Focus on community stories
- Quote and oral history driven
- Photos included to tell stories nonverbally
- Mailed to community
- Available digitally on website and on Facebook
OUR FACEBOOK: ENGAGEMENT

SHARING OUR COMMUNITY’S PHOTOS & STORIES

BEFORE

Event centric approach.

- Used only to communicate about events and library policies
- Few photos
- No sharing of other’s pages

AFTER

Sharing stories live

- Sharing photos of partnerships happening live
- Sharing other community pages’s posts
- Sharing quotes by community partners
- Actively commenting and liking on other pages
Started thinking about how to get the word out about libraries
HOW CAN WE PARTNER WITH THE SCHOOL DISTRICT?

ONE CARD,  
EVERY STUDENT

IDEA.

If all students in the Parkland School District had a library card they would be connected to all the information they need to be successful students.

PARTNERSHIP.

The library partnered with the school district during National Library Card Sign up Month with the help of the High School Librarian.
how does it work?

There are 8 elementary schools in the Parkland School District. The school with the most new library cards during the month of September wins a visit from a book character (provided by the Parkland Community Library)
CONGRATULATIONS
Fogelsville Elementary

ONE CARD
Every Student

100%
Parkland Community Library
YEAR 2

SAME PROGRAM FOR
ELEMENTARY SCHOOLS

This time the book character was
Cookie Mouse from
"If You Give a Mouse a Cookie"
YEAR 3

FOCUS ON MIDDLE AND HIGH SCHOOL STUDENTS

EVERY STUDENT FROM EACH SCHOOL THAT GETS A CARD IS PUT IN A DRAWING FOR A $50 TARGET GIFT CARD
since 2014, the library has partnered with the school district in other ways:

- kindergarten registration
- attending open houses
- bridge the digital divide for all students
THINK MORE GLOBALLY

Who can we partner with to promote libraries in general?
Local Radio Station

B104
Summer Reading with B104

On Your Mark, Get Set, READ!

Summer Reading 2016 - Win an iPad!

Lehighton Library - Summer Reading!

Northampton Area Public Library - Summer Reading

Whitehall Township Public Library

Lower Macungie Library
Parkland Library - Summer Reading!

4 months ago

Parkland Community Library

Located at: 4422 Walbert Ave, Allentown, PA 18104

Visit the Parkland Community Library Online>

Summer Reading Program - Get in the Game, Read!

- Runs: June 20th - Aug. 13th
- Get registered: June 13th - July 16th
- Come out to play our LIVE Pac Man Game! Will you be a ghost or perhaps Pac Man Himself! NO RSVP Required!
- For more info on the Summer Reading Program, please contact Miss Alison at Trautmanna@parklandlibrary.org!
- Get a full list of Summer Events at the Parkland Library Here>>
THANK YOU TO OUR SUMMER READING PROGRAM SPONSOR:

FREEFALL
TRAMPOLINE PARK

2800 Baglyos Circle - Bethlehem, PA 18020

Get into the Game and BEE a B104 SUPERSTAR Reader this Summer! Happy Reading from B104, Freefall Trampoline Park and Your Local Lehigh Valley Library!

Contact
Call 6107201041
Get Ready, Get Set... READ THIS SUMMER!

Win an Apple iPad Mini from B104 & RCA Records!

LIBRARIES: PLEASE INSERT INFORMATION ON HOW TO JOIN YOUR SUMMER READING PROGRAM!

*Listen to B104 Fridays in the 8AM Hour for Mike & Steph to celebrate our Lehigh Valley Summer Reading Superstars*

B104’s Summer Reading Program Powered by:

B104  
RCA Records  
FREEFALL TRAMPOLINE PARK

No Purchase Necessary | Contest Open to Everyone 13 & Older | Parents may enter for their minor child under 13 | One Entry Per Person | Contest Runs: 6/13 - 8/20/16 (Close of Business) | Winner will be notified by B104 via telephone by August 24, 2016| Prize Provided by: B104 / RCA Records & Freefall Trampoline Park| Est. Value: $500 | Prize Winner will be responsible for filling out appropriate prize paperwork from B104 to obtain our Grand Prize! | Ask your Library for More Info & for Official Rules!
What are some of your ideas?
THANK YOU

HAVE A NICE DAY!