

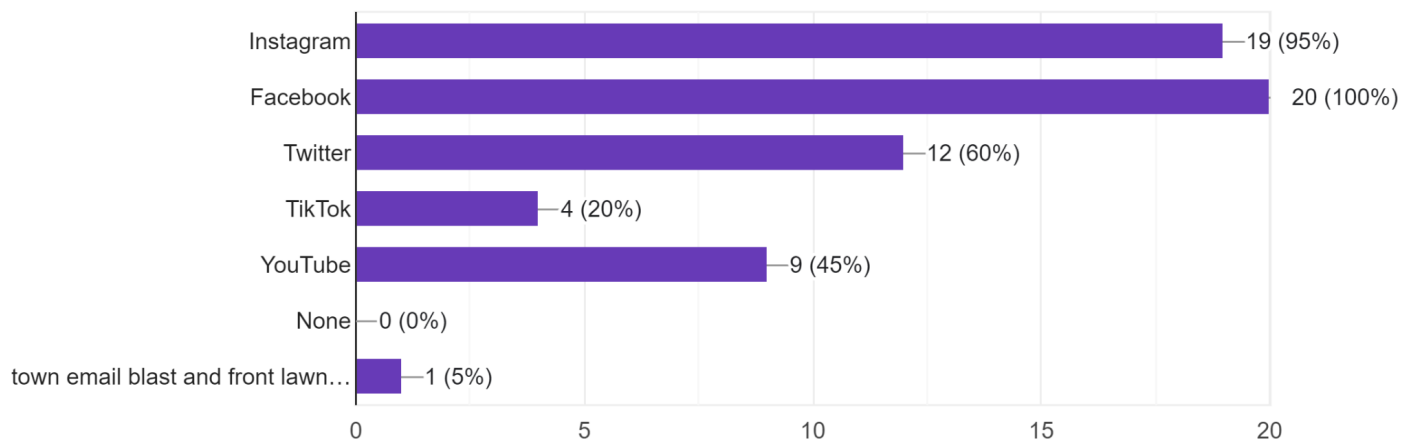
## June 2023 Survey: Library Advertising and Marketing

This survey ran from June 9th-30th, 2023 and received 20 responses. The survey was promoted via three emails from the NJLA to members. This survey was created based on a response from a previous survey that came out in May 2022 about the difficulties of marketing and advertising in libraries.

### Question #1

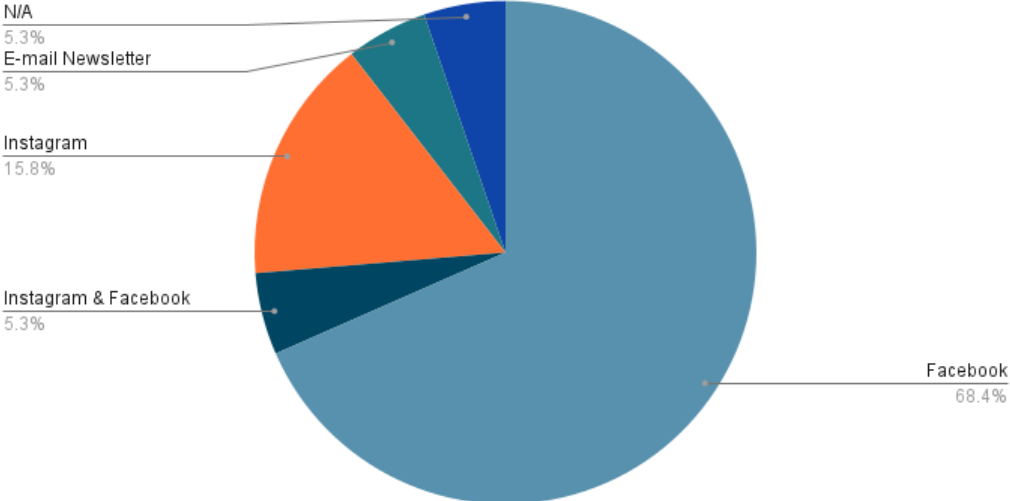
What social media platforms are you using to market your library programs?

20 responses



Question #2: If using more than one, which have you found to be the most successful?

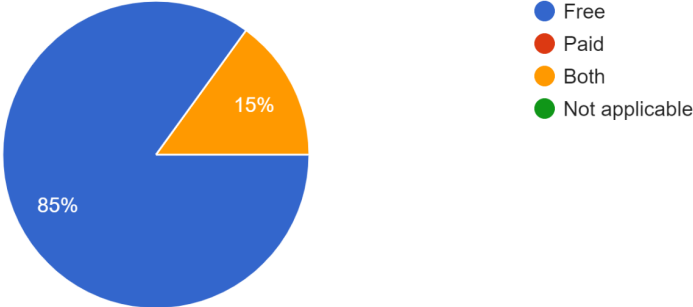
20 Responses



### Question #3:

Are you using free or paid social media?

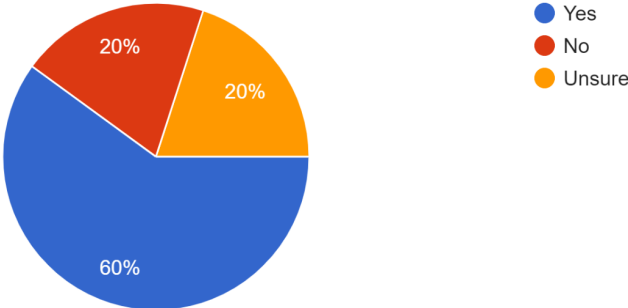
20 responses



### Question #4:

Have you seen a noticeable improvement in engagement of your programs by using social media?

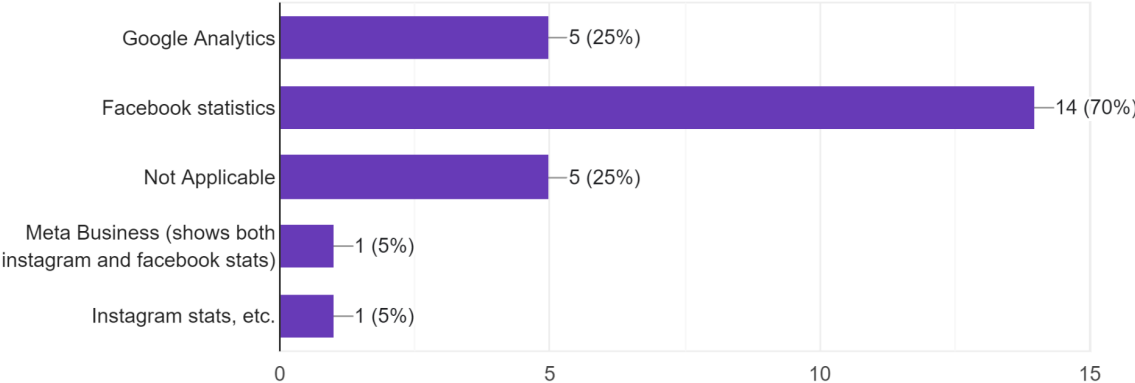
20 responses



# Question #5

What tool(s) do you use to track the reach and effectiveness of your social media?

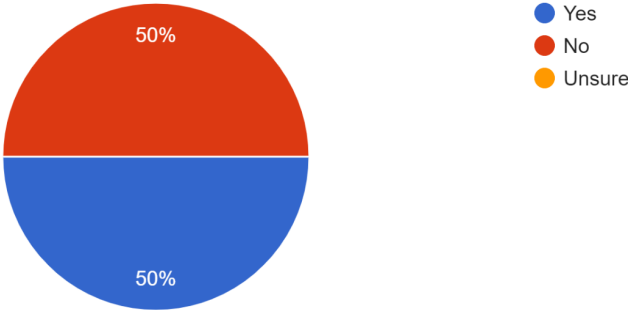
20 responses



# Question #6

Does your library produce printed newsletters for patrons?

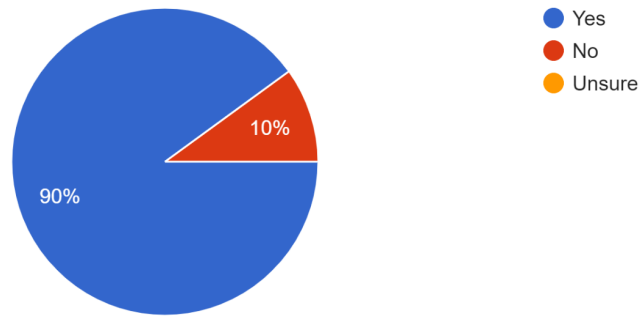
20 responses



## Question #7

Does your library send e-mailed newsletters?

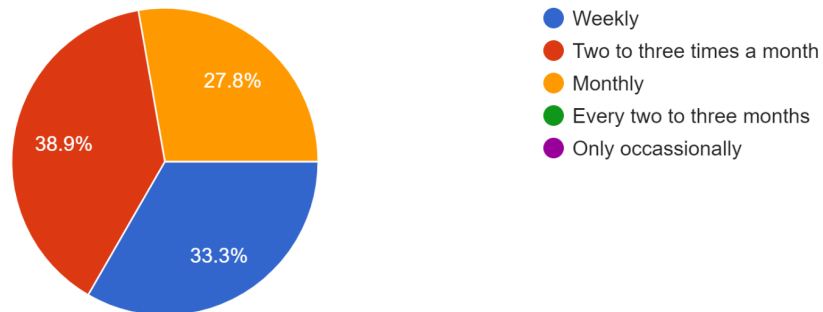
20 responses



## Question #8

How often does your library send e-mailed newsletters?

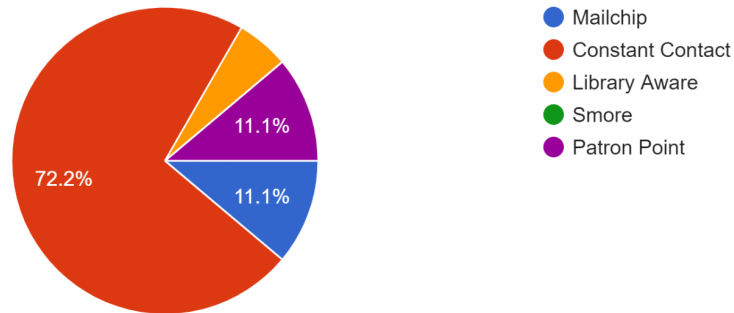
18 responses



## Question #9

What newsletter platform do you utilize to send out your newsletter?

18 responses

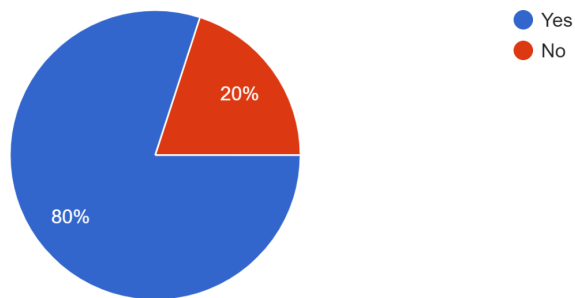


## Question #10

The questions below pertained to outreach related questions.

Do you work with other organizations to promote the library? Examples include your municipality, your county, your library consortium, media (newsp...ations, local businesses, or national businesses.

20 responses



## Question #11: Which organizations do you work with on promotion, and how?

21 responses

1. Local newspapers (print & digital), school district email blasts, municipal newsletter, flyers in local business locations, senior center, local senior living community, realtors welcome to town packets, electronic sign in center of town (owned by municipality).
2. Local papers, parenting websites, NJ.com, public access channel, local downtown management committee, New Jersey Monthly.
3. Newspapers and county administration through weekly press releases.
4. We work with our "community partners" which are local businesses and nonprofits who we partner with on projects throughout the year (for instance the chamber of commerce.. restaurants who donate food for programming, etc) and we will tag them in posts and they will tag us.
5. Municipality, consortium, newspapers, and news websites
6. City of Garfield Events Committee
7. Partnering with local organizations & local press. Our town at one point had an email newsletter that we could also use to highlight activities, but that has not been active since we got a new mayor/administration.
8. Radio, authors, community organizations that we partner with, press releases to county, state and media contacts beyond.
9. None
10. Rec Dept in town, Facebook community groups. Local news has basically died and are hard to reach. But we have a small local news org that helps.
11. We send press releases to TapInto and The Summit Times. We also ask the City to share certain posts. We sometimes have HomeTowne TV come to film a program. We work with local businesses for Summer Reading prizes and discounts for Library Card Sign Up Month (the post flyers in their business). We attend distribution night at a local community nonprofit called GRACE. And just general outreach as well!
12. Primarily the Township (the Township has a print newsletter and a television station) and the local TapInto.
13. We also work with local clubs and similar organizations on some events.
14. N/A

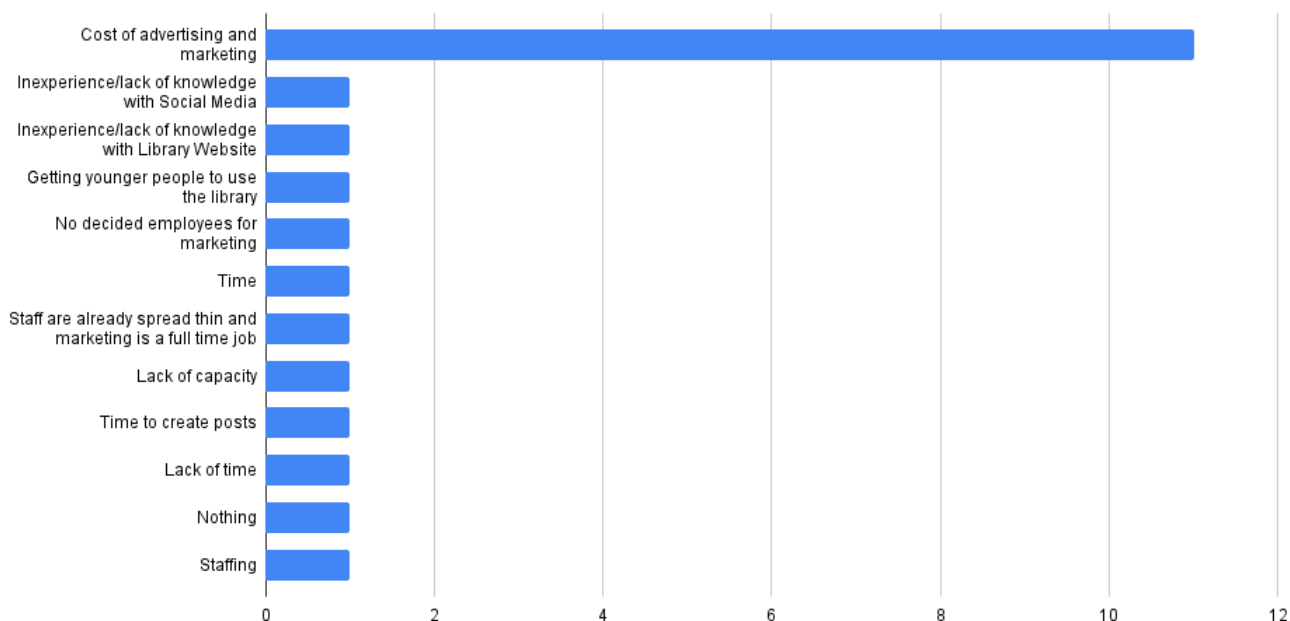
15. The municipality shares and likes our social media posts, local news website publishes our press releases and covers large events, special events are promoted through the school district's newsletters.
16. Local government, local news site, Chamber of Commerce, our consortium. All of these entities will share press releases about upcoming programs and news if requested.
17. Schools, Chamber of Commerce, Family Success Center.
18. Township (Billboard advertising), Patch online newspaper - events, articles
19. N/A
20. Local newspaper
21. Woodbridge Township

The questions below are related to the Challenges related to Advertising & using Social Media category that was created for this survey.

**Question #12- What are your challenges related to advertising and marketing?**

20 responses- some comments were shortened for length.





Question #13: What skill training or programs can NJLA offer to help you navigate social media and promote your library more effectively?

14 responses

1. Marketing messaging (good marketing is more than a theme; good marketing needs a purpose), graphic design, QR code usage training, access to printing services at discounted rates.
2. Creating a marketing plan and analyzing its effectiveness.
3. I think it would be helpful for library workers or librarians that have been successful in using marketing to get patrons interested in using the library more often (or new patrons in the door) to share what they think is most effective.
4. Social media 101, graphic design, and website accessibility.

5. Marketing Design.
6. Staying up to date on website and enewsletter/communication design is helpful, ways to automate that are inexpensive.
7. How-to use different platforms in a technical sense, best practices.
8. A good planning program would help. And ideas for content during "slow" seasons.
9. It would be helpful to add marketing positions to the NJLA Salary Guide. I would also like to see a highlight (maybe monthly?) on how different libraries around the state use social media. It's always helpful to see how other people are doing it!
10. Learning about high-level process development and efficiency improvement would be useful.
11. A program on basic graphic design for non-designers would be great.
12. Best practices and tips for reaching out to local media: newspapers, radio, creative outside the box ways to advertise.
13. How to use Constant contact effectively; the use of surveys to gain knowledge.
14. Flyer design, hashtag use, how to make engaging post.

**Question #14: Any other comments or questions? Please include below.**

3 responses.

1. The best use of a marketing budget is for a library to hire a marketing professional.
2. N/A
3. Occasional(!) Market Research surveys are key to learning about the wants and needs of your target audience. Having spent 35 years as a marketing research professional, I understand how vital knowledge is to communication.