## NJLA County Libraries Section Meeting

**Thursday February 15, 2024 10:30 am- Virtual Meeting via Zoom**

**In attendance:** Cassie Collucci (Somerset County Library/SCLSNJ—Section VP), Ellen Callanan (Sussex County Library/SCLS—Section Secretary), Will Porter (SCLS/NJLA Liaison), Amy Behr-Shields (Summit Free Public Library), Ashley Mitchell (Camden County Library System), Brett Bonfield (NJLA), Brian Auger (SCLSNJ), Brian Thomson (SCLSNJ), Carolann DeMatos (SCLSNJ), Christine Clear (SCLS), Debbie Glackin (Gloucester County Library System/GCLS), Dorothy Sabbarese (Hunterdon County Library System /HCLS), Heather Lubchansky (SCLS), Jamie Dunn (Ocean County Library/OCL), Jen Amorese Berrios (SCLSNJ), Jess Farrell (Burlington County Library System/BCLS), Jess Lester (SCLS), Jessica Petrecca (OCL), Jill Butcher (Warren County Library System/WCLS), Judith Pissano (GCLS),

Julie Knapp (SCLS), Kathy Freisinger (SCLS), Katy White (NJLA), Lynn Hoffmnn (SCLSNJ), M-D’Agostino (?), Mary Ellen Krivanek (WCLS), Robin Megow (GCLS), Sherri Taliercio (OCL), Susan Waltner (SCLS), Suzanne Fox (Cherry Hill Public Library)

**Conference Session Proposal Updates:**

* How Did They Get There? Diverse Career Paths in County Libraries: no word yet (*post- meeting update:* APPROVED *with request to revise title—new title is “Blazing Your Own Trail: Diverse Career Paths in County Libraries”)*
* Lifelong Learning: Teaming up against the Digital Divide: no word yet *post-meeting update: combined with a similar proposal and* APPROVED *as a pre-conference)*
* Breaking down the Digital Divide: Device Lending Programs for Libraries: no word yet *(post-meeting update:* APPROVED*, TBD if County Libraries listed as co-sponsor)*
* County Luncheon Proposal – APPROVED

**PR & Marketing Section/Presentation** by Suzanne Fox, Cherry Hill Public Library (sfox@chplnj.org):

* Promotes library materials, services, programs, etc.
* Collaborates across library departments
* Social media platforms:
  + Posts at least once a day to Facebook and Instagram; also posts to TikTok (has moved away from Twitter/X)
  + TikTok:
    - need good video editing skills
    - familiarity with platform and content important for determining trends
    - library posts are fun/used to show humor in libraries
    - posts made when she has time (not as regular as FB and Instagram)
* Engagement very important; answers every comment to boost engagement and build relationships; monitors local FB groups, chimes in when appropriate
* Statistics: gathers stats on followers, likes, engagement (“popular” = over 100 likes)
* Best graphics: not too many words, use captions for details, mix up hashtags (chplnj vs. libraries), tag where appropriate (i.e., local publications); use ADA compliant fonts (*Arial, Calibri, Century Gothic, Helvetica, Tahoma, Verdana)*
* Closely monitor comments, hide and document problematic ones
* If necessary, turn off commenting
* Ensure library social media policy protects the library’s right to hide comments or block patrons; take screen shot before blocking/hiding and put in social media file (to defend against First Amendment challenges)
* Constant Contact for newsletters

4. **Show & Share Presentations:**

***a. Dorothy Sabbarese - Hunterdon County Library System (dsabbarese@hclibrary.us):***

* + Has visual arts background which is helpful in her position
* Social media platforms:
  + Instagram and Facebook
* Focus on:
  + Driving engagement
  + Showcasing unique things about libraries and libraries in general, e.g., book lockers, maker spaces, puzzles, etc.
  + Directing traffic to events calendar
* Engagement techniques:
  + Adapt popular trends to libraries, i.e., quick video re checkout limit
    - Make videos fun/silly
  + Be mindful of words and images (diverse ages, races, abilities, religions)
* Examples of marketing and outreach:
  + Participate in community events such as local Christmas parade
  + Library mascot Falafel the llama appears in many promotions, programs
  + In-library displays/promotions
* Canva for images as well as Google images (manipulates the latter so not overly concerned about copyright)
* QR codes in calendars and flyers
* Measuring marketing/outreach:
  + Facebook and Instagram statistics: helps determine which posts work best

***b. Carolann Dematos – Somerset County Library System (***[***cdematos@sclibnj.org***](mailto:cdematos@sclibnj.org)***) :***

* + Had corporate experience prior to working at SCLSNJ
* Create marketing strategy/plan
* Design something that works like that which is successful for a non-profit community group
* Important to have personal interaction with staff and public, and vital to get staff buy-in
* Ideas to engage staff:
  + Create t-shirts with quotes for staff
  + Book lock wrap design: get design ideas from staff
* Social media matters: integrate a lot of funny videos
  + One of the videos was shown in a minor league “big stadium”
  + Book bag video done by a professional videographer on staff and featured staff actors
* Surveyed staff to see who was willing to have face in photos, be a voice in a video, be in a video feature, etc.

***c. Julie Knapp - Sussex County Library System:*** [***jknapp@sussexcountylibrary.org***](mailto:jknapp@sussexcountylibrary.org)***;***

* Her position of Public Information Officer was created last year; had previous corporate marketing experience as well as library experience
* Strives to increase engagement, increase followers, create and cultivate fan base which shares posts to increase library visibility and use
  + Does outreach events, displays
  + Produces weekly newsletter, posters
  + Increases social media engagement through use of stories
* Examples of successes:
  + 1000 books before Kindergarten--had event, shared pictures of event, had a lot of views and traffic
  + Most popular “throwback Thursday” post was about SCLS’s first director Dorothy Henry: 109 shares, 52,000 impressions, 515, reactions, 43 comments
* Library Card month campaigns:
  + Library Card Will: fun, but not as much engagement as hoped
  + Moved to storytelling theme (“Your Library, Your Story”) in 2023 which had more engagement/success
* Posts at times when people are most engaged
* Pictures of library staff and libraries always popular
* Lesson learned the hard way: do not include Zoom links in event postings
  + Peppa Pig Zoom program with link in event posting: Zoom limit hit by people logging on across the country—edged out Sussex County residents for spots
* Engagement level statistics increased from 2022 to 2023:
  + 92% increase for FB
  + 158% increase for Instragram
  + 48% for Twitter/X,
  + 15% increase in library visits
  + 7% increase in checkouts

***d. Sherri Taliercio with Jamie Dunn - Ocean County Library:***

* ***Sherri (Public Information Officer)*** [***staliercio@theoceancountylibrary.org***](mailto:staliercio@theoceancountylibrary.org) ***:***
* Responsibilities include PR and crisis communication, and working with Printing and Graphics Department
  + Press releases and annual report
  + Pole wraps with QR codes promoting programs
  + Two monthly newsletters (programs and upcoming books, great reads on social media)
  + TVs in branch with branch slide show via Communico broadcast
  + Podcases are successful with teens (YA podcast is “Waves with YA”)
* More conservative in terms of PR, conservative/stringent re copyright/ trademark
* Social media used:
  + Youtube channel
  + Instagram (3000 followers)
  + FB (10000 followers)
  + X channel, but shying away from using it
* Archive Social tracks everything on social media (useful for documentation—helpful for social media)
* New policy: no comments allowed on social media outlets
* Limited staff participation and buy-in in terms of social media photos and videos
* 2025 is OCL’s centennial—planning lots of programs
* ***Jamie (Social Media Librarian)*** [***jdunn@theoceancountylibrary.org***](mailto:jdunn@theoceancountylibrary.org) ***:*** 
  + National Pet Day (April 11)
    - Asks for pictures of pets to post for submissions for National Pet Day (no people) on social media
    - Posts every submission, highlights a few each year (e.g., via dating profiles, collages, wanted posters for featured pets)
    - Reached over 5000 people, lots of likes, shares, comments.

5. **Other: Freedom to Read bill** *(protects library staff, ensures that school and public libraries have collection development policies in place)*: Brett stated that this was slated to be on Education Committee agenda today for vote, but the vote was delayed; contact him for further info. He also mentioned that NJLA has employed a government lobbying agency.

6. **Upcoming Meetings**

* March 21 AI Presentation (in-person Sussex County Library System)
* April 18 Digital Divide - via Zoom
* May 16 Employee Engagement (in-person Burlington County Library System)

Meeting adjourned at 11:40 a.m.

**Next Meeting:** Thursday, March 21, 2024 10:30-12:30 p.m. - in person at the Louise Childs Library, Sussex County Library System - 21 Sparta Rd, Stanhope, NJ 07874 with hybrid (Zoom) option