Getting to Know Your Library: Marketing

**Mission:**

What’s the library’s mission or vision statement? Write it below for reference.

**Values**

With your Site Supervisor, write 4 values that are central to your library:

1. 
2. 
3. 
4. 

Possible Words to use:

- Agility
- Approachability
- Attentiveness
- Caring
- Community
- Customer-focused
- Diversity
- Expertise
- Fairness
- Friendliness
- Fun
- Honesty
- Humility
- Impartiality
- Optimism
- Passion
- Respectfulness
- Quality
What are three questions I should ask myself before writing something online or in print to make sure that I’m in line with the library’s values?

*For example: Does this flier sound friendly?*

1.

2.

3.

**Who’s in charge?**

The person in charge of media contacts, marketing and social media is:

What topics or types of information require approval prior to posting?
Does the library have a release form for patrons on pictures, photos, videos or quotes?

Who's in charge of this form and where is it kept?

Does the library have a current marketing plan? If so, what's my role in that plan?

Does the library have a communications handbook or are there other directions on how to use logos, fonts or library abbreviations? If so, can I have a copy?
Are there different roles for different outlets?

1. Mark the box with an L if that staff member is in charge
2. For anyone expected to contribute, mark the box with an E
3. For anyone who is allowed to contribute, mark the box with an A

<table>
<thead>
<tr>
<th>Name of person</th>
<th>TV/Radio</th>
<th>Newspapers/Press Releases</th>
<th>Newsletter</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ex. Linda, Deputy Director</td>
<td>L</td>
<td>L</td>
<td>E</td>
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The community(s) my library serves has the following media outlets:

<table>
<thead>
<tr>
<th>Newspaper(s)</th>
<th>Contact Name</th>
<th>Phone number</th>
<th>Email Address</th>
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Radio Station(s)

|              |              |              |               |
|              |              |              |               |
|              |              |              |               |

Television Station(s)

|              |              |              |               |
|              |              |              |               |
|              |              |              |               |
What special events occur in the community (festivals, county fairs, etc.)?

Also, the following community bulletin boards are frequently used by members of the community (list any that are available):

- Grocery Store(s): ____________________________
- Gas Station(s): ____________________________
- Church(es): ________________________________
- Community or Recreation Center(s): ____________________________
- Bank(s) ____________________________
- Pharmacy(s) ____________________________
- Gym(s) or Pool(s) ____________________________
- Senior Center(s) ____________________________
- Other(s): ____________________________

Are there free event listings in any of the following?

- Local Newspaper(s): ____________________________
- Cable Channel(s): ____________________________
- Radio (PSA): ____________________________
- Other(s): ____________________________