



Guiding Ohio Online

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	Diversity	Humility	Value
Approachability	Expertise	Impartiality	
Attentiveness	Fairness	Optimism	
Caring	Friendliness	Passion	
Community	Fun	Respectfulness	
Customer-focused	Honesty	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

Name of person	TV/ Radio	Newspapers /Press Releases	Newsletter	Facebook	Twitter	Other
<i>Ex. Linda, Deputy Director</i>	L	L	E			

The community(s) my library serves has the following media outlets:

Newspaper(s)	Contact Name	Phone number	Email Address

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): _____