# G5. MARKETING AND PROMOTION WORKSHEET

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| --- | --- |
| Library / Branch: | |
| Completed by: | Date: |

## Objectives

To ensure that all members of the community are made aware of library services and programs.

To facilitate easy access to library facilities, services and programs for all members of the community.

This Guideline should be read in conjunction with G.22, Customer service.

**Note:** Refer also to *Living Learning Libraries* 6th ed, 2015, Part A, S18, Satisfaction with library services.

## Guidelines

| **Guidelines**  *These Guidelines are from* Living Learning Libraries *6th ed. 2015* | **Action indicator**  *Select from drop down list* | **Commentary**  *Add comments on the library’s performance in the context of each Guideline* |
| --- | --- | --- |
| A proportion of the library budget is allocated to marketing and promotional activities |  | Comments: |
| Library staff participate in marketing and promotion |  | Comments: |
| Local electronic, print and non-print media including accessible formats are used to promote library services and programs |  | Comments: |
| Specific strategies are developed to provide information about targeted library services and programs, including dissemination of publicity materials in alternate formats and languages other than English |  | Comments: |
| Good quality informational, directional and promotional material is used |  | Comments: |
| Library policies are developed, reviewed and revised with consideration given to their effect on the library’s public relations |  | Comments: |
| Partnerships have been formed with local community organisations, local businesses, State Library of NSW and ALIA to facilitate library marketing and promotion |  | Comments: |
| Partnerships are monitored to ensure ongoing relevance |  | Comments: |
| Library surveys are conducted with both library customers and non library users, on a regular basis, e.g. every two years |  | Comments: |
| The success or popularity of library programs and events is evaluated using surveys of opinion or by assessing the impact on, for example, visits, loans and membership |  | Comments: |
| Media coverage is monitored for frequency of mention of library service and usefulness for library events and programs, including specific media coverage for specific events and programs. |  | Comments: |

## Suggested performance indicators

* Number of promotional activities per annum
* Number of [positive] media mentions of the library service per annum
* Number of participants attending activities.

## Things to consider

Libraries may need to operate within the constraints of local Council policy (if any) on media relations and promotion.

Council’s media/public relations staff may be able to assist the Library in promotional activities and preparation of promotional materials.

A ‘Friends of the Library’ group could provide publicity and support for the library.