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Arizona Summer Reading Program ~ Every Hero Has a Story Communications Toolkit for marketing and social media

This marketing and media toolkit was designed to assist libraries in informing their community about the great programs that are available during the *2015 Arizona Summer Reading Program ~ Every Hero Has a Story!*

What we hope to accomplish:

- Provide new ideas on reaching non-library users
- Provide a new approach to organize your summer reading marketing plan
- Create a cohesive message that can be shared across the state
- To allow your library to become more focused and purposeful in sharing your marketing message

How to use this resource:

- Many of these ideas are taken from the CSLP manual. Please make sure to also review Chapter 2 of the 2015
- Collaborative Summer Library Program Manual.
- The Worksheets can be used in your staff meetings to help everyone be a part of marketing summer reading.
- The social media images and facebook suggestions will be available on <https://www.facebook.com/Arizonalibraries>
- You can simply share and repost the content that is posted on our Facebook or use from this guide. Email dthrockmorton@azlibrary.gov with any questions

For more Arizona Reading Program information go to [Arizona Reading Programs](http://www.azlibrary.gov) at www.azlibrary.gov

For questions about Arizona Summer Reading program please feel free to contact [Donna Throckmorton](mailto:dthrockmorton@azlibrary.gov)

Summer Reading Marketing plan

1) Write down what you want to achieve

2) Get to know your market – what do they need?

3) Come up with a simple message to address that need

4) Market that message to different groups across many different platforms

List Groups

List Platforms

5) Evaluations—How did that work?

See 1 though 5 again (and again)

<https://webjunction.org/content/dam/WebJunction/Documents/webJunction/>

Marketing Ideas

- Write a regular column in the local newspaper, or record a program on radio or cable access television.
- Make sure your library has a visible presence (personal is best) at all local community festivals, celebrations and parades.
- Create an informational piece that realtors can give to new and prospective community residents.
- Use your statistics to create frequent displays about the status of your library programs or resources. You may want to designate a space to post large charts or graphs that share this information with your patrons. It might be a graph that shows the circulation trends, program attendance, or any other information you deem interesting. People like to be part of something that is growing and exciting, and letting them know that more and more people are using the library encourages them to do the same.
- Work with local social service agencies to promote literacy and other educational programs.
- Meet regularly with the Chamber of Commerce and local business/industry leaders to learn how the library can help them (it might be collection development, online databases, classes/training sessions, etc.)
- Get on the speaking circuit with civic organizations. Make sure they know what the library is up to, and find out if there is any way the library can support their efforts.
- Promote the "Speak Up For Your Library" campaign by prominently displaying the sign-up cards and providing a link from your library website to the online sign-up form.
- Volunteer to host meetings of civic groups on a regular basis.
- Invite local elected officials to the library for a tour. Show them what's new and exciting, and even consider having some of your most ardent support on hand to make connections and voice support.
- Prominently display your mission statement in your library, on your letterhead, on your website, and on various program materials. Make sure people know what it is so they can see that you are being true to that statement in everything you do.
- Promote library events in unlikely places -- grocery stores, swimming pool, food pantry, etc. -- depending upon the program or resource.
- Develop new partnerships with local schools, which is a way of building library users at a younger age.
- Try to come up with educational or informational programs that tie into long-held community events, or long-standing industries or businesses. For example, Sun Prairie's Volunteer Fire Department has long hosted midget car races on a clay oval track. The library could host a program on that type of racing, perhaps with a video on the evolution of this racing form (a perfect opportunity to partner with Cable Access). A program like this may bring in some people who don't normally use the library, and it can go a long way toward changing perceptions of the library.
- How about hosting hunting and fishing workshops/seminars in the spring and fall for youngsters and their parents.
- How about clinics on auto repair ideas (part classroom and part demonstration in the parking lot), landscaping, travel, computer trouble shooting, improving your golf swing, etc. You are really only limited by your imagination. You don't even have to host them at the library if you don't have the space. Work with other groups and offer your expertise to their programs. You can provide valuable insights into how patrons can find more information about any of these topics, or to create excellent resource lists. It's all an opportunity to improve how people perceive the library, and that is what you want to have happen.

Social Media

Step 1: Select one of the sample messages posted below and copy/paste it to your social media pages. Please feel free to adapt these messages to fit the specific needs of your audiences, or create your own. Any of the graphics can be accompanied by a tailored message.

Step 2: “Like” Arizona Libraries’ Facebook page: <https://www.facebook.com/Arizonalibraries> and share the images or messages posted there.



The following are some Facebook posts you can use to promote the Arizona Summer Reading Program and our statewide emphasis to read 20 minutes a day.



Help your child build reading skills, vocabulary and a love of books. Sign up for the Arizona Summer Reading Program and read for 20 minutes per day. (It doesn't have to be all at once.) Visit your local library to sign up. [Insert your webpage address]

The following are some Twitter messages for use in promoting the Arizona Summer Reading Program and our statewide emphasis to read 20 minutes a day. **Use the following hashtags #read20 #azreads**



School's out! Time to visit the library and sign up for the AZ Summer Reading Program. Learn more: [INSERT LINK]



Keep your child on the path to school success. Read 20 minutes/day to prevent 'summer slide'.

Website/Blog/Newsletter Messaging

Read 20 minutes per day press release

Newsletter posting

Press Release

To: (Name of Newspaper)

From: (Name of Library)

Date:

Re: Arizona Summer Reading Program

For Immediate Release (or release on specific date)

Every Hero Has a Story
2015 Arizona Summer Reading Program

Readers of all ages will discover that every hero has a story of his or her own this summer as the _____ Public Library presents "Every Hero Has a Story" during the Arizona Summer Reading Program. (Mention upcoming library events here.)

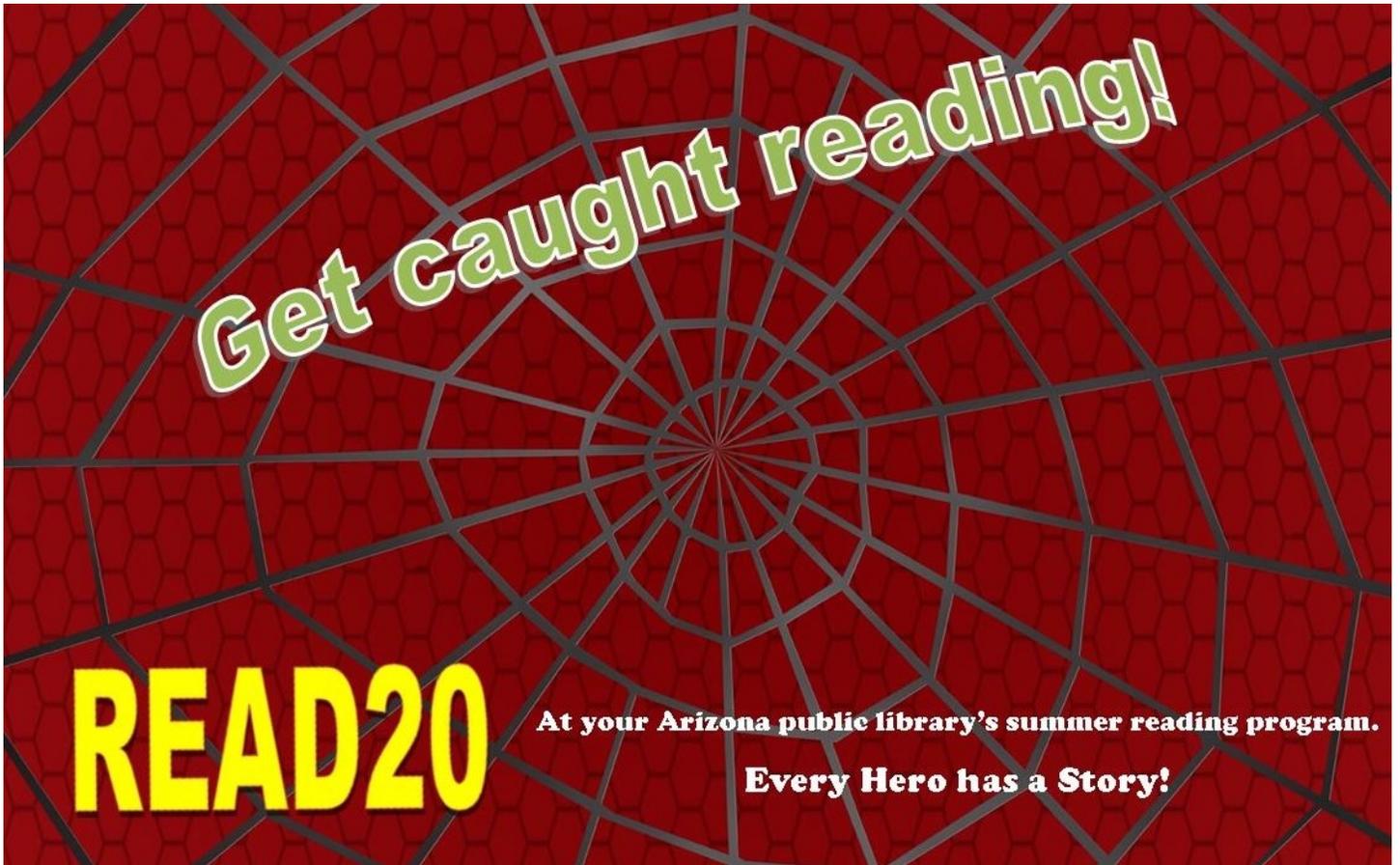
The 2015 Arizona Summer Reading Program is open to all ages with online games, reading challenges, story times, events and other activities at your local library. Families are invited to join together to encourage learning and literacy all summer long. Registration for "Every Hero Has a Story" begins on _____. For more information, call the library at _____ or visit our website, _____. All programs are free of charge.



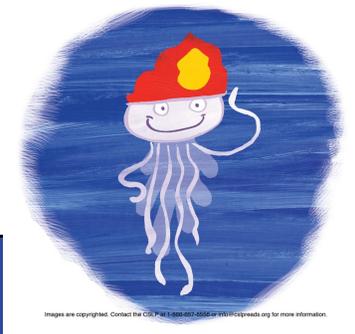
Building Blocks to Customize your social media messaging

The following images can be snipped and saved as pictures. Then you can customize them with your library logo and text.

Please email dthrockmorton@azlibrary.gov if you need another format of these images



Every hero has a story!



The (Your name) Library Summer Reading Program Is a fun way to include reading and related activities in summer family time.

It helps children maintain and improve reading skills.



READ 20

During the summer months:

- Read to young children daily.
- Read a chapter book to your school-age children by reading aloud one or two chapters every day.
- Encourage your children to spend time reading and looking at books.
- Talk with your children about what they are reading.
- Ask your library about programs for children.



ARIZONA SUMMER READING PROGRAM

The Arizona Summer Reading Program is supported in part by federal funds from the Institute of Museum and Library Services, administered by the Arizona State Library, Archives and Public Records, a division of the Secretary of State.

One great way to keep your children reading is to have them join the

Every Hero Has a Story!

Summer Reading Program at

(Your library's name here)