



## Communications Overview

Updated September 11, 2015

**All staff will work together to formulate thoughtful strategies and express ideas for communicating the Library's mission, collections, programs, and services through various media. Library department materials selectors and program planners should generate ideas to promote specific materials and events and work with the Graphics and Communications Specialist (GCS) to see effective ideas to fruition.**

Product	Purpose	Target audience	Details/Distribution	Staff	Budget (non-personnel)
In-house Digital signs	To highlight upcoming library events and services to patrons while they browse or wait to check out.	Patrons inside the library of all ages. Each message should be tailored to speak (visually and verbally) to its intended audience.	The in-house digital signs are updated at least bi-weekly to reflect Open Book Club titles and meeting times, Library programs, First Saturday Family Storytimes, YS events, Library eResources, and more. Can frequently be used as a website slider.	Supervisors and GCS will work together to develop and design an effective digital poster.	\$0
In-house Posters/signs	To promote Library events and services by providing pertinent information (who/what/when/where) and encourage attendance/participation through quality design.	Patrons inside the library of all ages. Each message should be tailored to speak (visually and verbally) to its intended audience.	Posters and signs are printed in-house and displayed in acrylic sign holders for finished look. Departments request signs and promotion for events/services. We strive to keep desk displays/signs to a minimum for ease of access to patron service. Digital versions of signs are often designed for Facebook, web site, and ePoster, depending on promotion needs and maximum participant limitations.	Supervisors and GCS will work together to develop and design effective posters and signs.	Majority of printing done in-house; cost of paper and printing.

<b>Product</b>	<b>Purpose</b>	<b>Target audience</b>	<b>Details/Distribution</b>	<b>Staff</b>	<b>Budget (non-personnel)</b>
Posters on public bulletin boards	To reach residents with Library messages outside of the Library's physical and online spaces.	Residents of Sioux City who may not be regular Library patrons (missing in-house messages and promotions).	Staff identify events, programs, and services that would be appropriate to distribute and promote in the community, including Summer Reading Programs, One Book One Siouxland, One-On-One Tech Consultations, and Youth Services events/activities.	Planning committees (Reader Advisory, YS, OBOS) should help articulate messages and audiences for public promotion pieces. GCS will design/distribute.	Cost of paper and printing.
Website slider	To showcase Library events, services, and philosophy quickly and effectively for online branch (website) visitors.	Web browsers and information seekers.	Per web team development, the Library home page will display 6-8 web banners, promoting Library Storytime, Open Book Club, tech consultations, general YS (Summer Reading/First Saturday Family Storytime), rotating research service, rotating collection item (Mango Languages, etc.), other special event (OBOS, Adult Summer Reading, etc.)	The web team will strategize and develop content for web banners. GCS designs banners as need arises, and works closely with requesting department to be sure the graphic communicates mission effectively.	\$0
Website news	To communicate current events, services, and news to our online branch patrons.	Library patrons and web users.	Identify and develop Library news items and publish to keep users abreast of Library current events/news/services.	Various departments and Web Services Specialist will develop ideas and planning timeline and GCS will work closely with Web Services Specialist to write and edit Library messages in a consistent and high-quality tone (using journalistic style).	\$0

<b>Product</b>	<b>Purpose</b>	<b>Target audience</b>	<b>Details/Distribution</b>	<b>Staff</b>	<b>Budget (non-personnel)</b>
Facebook page	To promote the Library's mission through written and visual messages that showcase events, philosophies, services, logistical information (closings, hour changes, etc.). Offers an excellent platform for customer service exchanges (answering questions, getting feedback from patrons/residents).	Residents of Sioux City.	High quality (graphics and copy) posts should be made on a regular basis to promote the Library's mission and messages to the community. Facebook is a great way to acknowledge and thank community partners, including press for coverage of Library events and organizations the Library partners with (tag Facebook pages of involved businesses).	GCS, Director, YS, Operations Manager, Reader Services Specialist.	\$1000 per year for promotions
Instagram	To promote Library displays, spaces, and events through photography.	Library lovers, including residents and nonresidents of Sioux City.	Post content on an as-needed basis (as displays change and programs prescribe).	GSC	\$0
Community calendars online	To place Library events alongside other community happenings.	Residents of Sioux City.	Post upcoming events in an accurate and timely manner.	Youth staff for children's events; GCS for others	\$0
Media releases	To provide information for Library happenings in a format printable by the Sioux City Journal. To invite media outlets to preview and cover Library events, as well as help communicate Library's services to readers/viewers.	News media.	Disperse via City Manager Press Conference, as well as cultivated local media list.	Departments will work with GCS to develop the most effective angle and details for the story/release. Director approves before release.	\$0

<b>Product</b>	<b>Purpose</b>	<b>Target audience</b>	<b>Details/Distribution</b>	<b>Staff</b>	<b>Budget (non-personnel)</b>
Book Remarks newsletter	To serve as an in-home visit to Library supporters and stakeholders, including local politicians and donors, and communicate the beneficial services and learning opportunities the Library provides the community.	Direct mail to identified supporters, stakeholders.	Print 800, 400 folded for mailing. Distribute in brochure rack in lobby of City Hall.	GCS and Library Director will work together to develop content and execute a cohesive, finished communication piece.	\$395 Two-Color printing of 800; postage.
Annual report	To communicate how the Library has used its funds to serve the community and advance literacy.	City Council.	Print in house, full-color for council and director needs.	GCS, Library, and staff will work together to communicate Library's accomplishments and service statistics of the past fiscal year.	Cost of printing and paper.
Read-alike recommendations	To promote the Library's collection to Lifelong Learning Book Club members with a curated list of recommended books based on their monthly selections.	WITCC Lifelong Learning book club; Library website users; seek opportunities with other groups.	September – December February – June  (8 months/lists a year)	GCS and Lifelong Learning Coordinator. Web Services Specialist posts to website.	\$0
Children's recommended reading lists	To share the expertise of Library staff in finding the "right" book for the reader.	Parents, teachers, caregivers, and kids themselves.	Grade-specific recommended lists are updated regularly; title-specific read-alike recommendations are produced as needed for popular titles and distributed in-house, at group presentations and on the Library website.	Youth Services staff develop, GCS edits and produces in best format. Youth Services Manager gives final approval.	Cost of printing and paper.

<b>Product</b>	<b>Purpose</b>	<b>Target audience</b>	<b>Details/Distribution</b>	<b>Staff</b>	<b>Budget (non-personnel)</b>
KWIT Check It Out	To promote the Library's collection and staff areas of expertise to public radio program listeners.	Listeners of KWIT/KOJI: FM90; Siouxland Public Media (radio listeners within a 100-mile radius of Sioux City)	Weekly 1:40-2 minute segments recommending books/audiobooks from the Library's collection. Showcasing staff as experts in literacy. Siouxland Public Media reaches northwest Iowa, northeast Nebraska and southeast South Dakota.	Recommendations from any staff/trustee/friend. GCS edits for best content in the 2-minute recording.	\$0
One Book One Siouxland Website	To provide detailed information about our annual community-wide reading initiative, including a calendar of events, multimedia supplements (such as interviews with the author), partner information, read-alikes.	Residents of Siouxland.	Clean, cohesive design and clear, informative content.	Collaboration between Web Services Specialist, GCS, and Reader Services Specialist.	\$0
One Book One Siouxland Newsletter	To outline the One Book One Siouxland initiative and provide key information, including a list of events, read-alikes, and resources for more information.	Residents of Siouxland and attendees of One Book One Siouxland events.	Print 1,200 in full-color on high gloss paper.	Reader Services Specialist and GCS will develop. Library Director will help advance/give final approval.	Cost of printing and paper.
Library notice message	To provide brief information on upcoming events, Library news, services, and more.	Patrons who regularly use the Library and receive print and digital notices.	Dispersed with various account activity (holds, overdue items, approaching due date, etc.)	GCS and Operations Manager.	Cost of print, paper, and postage for physical notices.

<b>Product</b>	<b>Purpose</b>	<b>Target audience</b>	<b>Details/Distribution</b>	<b>Staff</b>	<b>Budget (non-personnel)</b>
Foundation's Annual Fundraising Letter	To raise funds to support the Library and its programs, services, and collections.	Identified residents who have a history of or prospective future in supporting the Library.	Mail to approximately 300 past and prospective donors and Library supporters.	Office/Facilities Supervisor, Director, and GCS.	Cost of printing, paper, and postage.
Festivals/Fairs display booth					
		Senior citizens (retiring boomers)			
		Information literacy for students			
Parades					
Branch neighborhoods					
Bookmarks at point-of-purchase					