Public library promotion in a changing society

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- renewed by technology investment
- high performance communications
- new opportunities
- new patrons?
Public libraries in the digital age

“Public libraries are at the forefront of devising ways to use digital technologies to promote community and learning.”
Changes in public libraries

- traditional use
- rich electronic content
- libraries still trusted as reliable
Digital paradoxes

- Global services but innovation at local & individual level is critical
- Google generation students are technologically savvy but not digitally literate
- We are all web residents but there’s nothing like face to face
Questions

- Do people want this service?
- Evaluation?
- Methods of promotion?
- How to raise awareness?
- Evaluation of promotion?
Awareness and relevance

- Place?
- New methods of delivery
- Awareness?
Libraries demonstrate how they contribute to local priorities

- stronger communities – good
- children/young people – good
- health?
- social inclusion?
- library as provider?
Brand

- previously – store
- today – gateway
- how to promote variety of services to variety of people?
Websites

- use as promotional tool?
- variety of design principles
- web pages and use?
- attractive and easy to navigate?
- consider online retailers
Promotion - approach

- Google
- ‘@ your library’
- terminology & meaning?
Market segmentation

- breaking down into groups for targeting
- communication
- means of communication
Academic libraries promotion

University of Huddersfield

- mobile phone technology
  - ‘Text a Librarian’
- reaching more students

USA

- Facebook groups
- staff & students
Shropshire public libraries

- results of study
- reaching different market segments
- promote benefits of services
- hard copy promotions in different locations at different times
Hampshire public libraries

- going out into the community
- promotional literature in different locations
- the personal touch
- personal calling
- running a dedicated stall on market day
The Digital Bookmobile
USA

- community outreach vehicle
- 150 events
- visitor experience
Commercial organisations

- Customer Relationship Marketing
- Taking market segmentation further
- Customer loyalty
- Satisfied/dissatisfied customers?
Evaluation

- data re users?
- evaluation of promotional techniques
- Shropshire – vouchers
- Hampshire – visitors book
Conclusions

- ‘know your users and keep close to them’
- importance of good website design
- new ways of outreach
- promotion needs to adapt continually