

McKinney Public Library

MARKETING & COMMUNICATIONS 2024-2025

Kate Wilson, Marketing & Communications Specialist

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MPL FY23-24 Goals



Schedule for displays and exhibits; cross-promote curated lists



Increase attendance at special events and programs



Establish brand standards

MPL FY24-25 Goals



Establish comprehensive marketing plan



Improve patron communication



Create sense of belonging & connectedness



Increase usage of digital resources

GOAL:


Cross Promote Curated Lists

- Integrate with Display Team.
 - Display Team responsible for establishing an annual calendar of displays topics and associated lists.
- Leverage social media and existing marketing channels to promote curated lists.
- Use curated lists/displays to recognize annual cultural events.

Facebook Examples

McKinney Public Library System
★ Favorites · January 12 at 12:34 PM · 🌐

Interested in learning more about Martin Luther King, Jr.? We've got you covered with movies and audio recordings, biographies, and of course books for kids and teens!
📖 Check these and other titles today! bit.ly/3NZwh9j



McKinney Public Library System
★ Favorites · October 13, 2023 · 🌐

Happy Friday the 13th! We've got your spooky, thrilling, and chilling needs covered.
📖 Stop by one of our libraries to get caught up in a good book or take a look at our curated lists online to check out a book today.

We've spun up Halloween themed recommendations for all ages - picture books, local authors, adults, juvenile, mid, and YA! <https://bit.ly/3F2PaCU>



McKinney Public Library System
★ Favorites · September 25, 2023 · 🌐

It's National Hispanic Heritage Month!
📖 📚 📖 Stop by Roy & Helen Hall Memorial Library to check out our amazing display and pick up a book!
Don't see one that suits you? Check out our curated lists of books for all ages celebrating Hispanic Heritage Month. Reserve a book from our curated lists today: <https://bit.ly/3PUfyWt>



HISPANIC Heritage MONTH

McKinney Public Library System
★ Favorites · January 1 at 10:09 AM · 🌐

Happy 2024! 🌟 Get ready to kick-start your New Year's resolutions with our "New Year, New You" recommended reading list! 📖 Check out an inspiring book to help you plan and achieve your goals.
Check out the full list: bit.ly/3TCBwPK



ATLAS OF THE HEART
THE POWER OF REGRET
LEAN IN
TOLEN FOCUS
LOVE YOUR JOB
LOVE YOUR LIFE NOT THEIRS
DID IT SEE THAT COMING

Instagram Examples



GOAL:

Increase Attendance at Programs & Special Events

- Use our existing marketing channels more effectively.
- Cross-promote programs throughout library and city.
- Review process and use of Program Guide, LibCal, and CivicsPlus to ensure a high-quality user journey.
- Investigate and consider new marketing channels.

Newsletter & Social Media

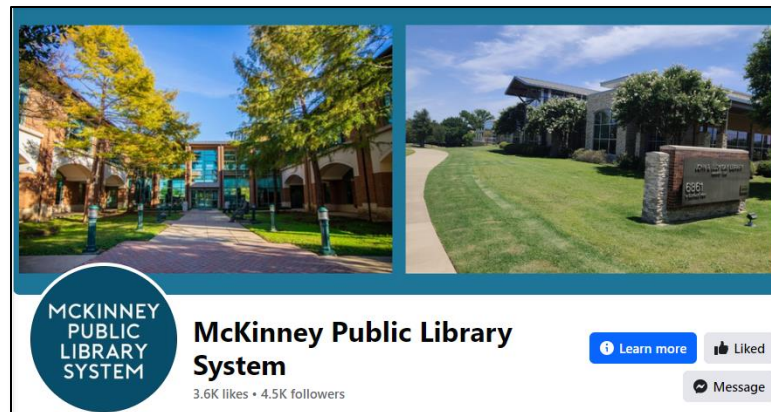
Newsletter improvements:

- Frequency increased to 2x per month.
- Featured programs sections.
- Increased audience by over 1,000 contacts (7,647 current contacts)



Facebook improvements:

- Regular posts promoting programs (5-10 posts per week).
- 7.3% audience growth (+300 follow) from previous 5 months.
- 65% increase in impressions compared to previous 5 months.
- 49% increase in engagements compared to previous 5 months.



Program Information



Program Guide:

- Optimized guide for home printing
- Separated programs by age group.
- Digital only.
- Over 4,800 impressions to date.

Program Rack Cards:

- Pilot print run to test usage.
- Program information packaged by age group.
- Over 100 scans to date.



Program Marketing

Standardized look/feel of program marketing.


- Consistent look/feel and layout.
- Consistent deployment of marketing tools:
 - Posters
 - Flyers
 - Digital screens
 - In-catalog/search result ads
 - Social media posts
 - Newsletter inclusion
 - Digital kiosks with partners:
 - Rec Centers, Apex Centre, Downtown McKinney

MONTHLY PROGRAM


Genealogy Assistance

IN PARTNERSHIP WITH THE
NORTH COLLIN COUNTY GENEALOGICAL SOCIETY
Adults

First Sunday of the Month
1-3 p.m.
Roy & Helen Hall Memorial Library



Register in advance at
McKinneyPublicLibrary.org/Register



WEEKLY PROGRAM

Pen & Paper RPG Club

Adults 16+

Open Discussion
Sundays • 11 a.m.-12 p.m.

Free Play
Sundays • 11 a.m.-4:30 p.m.

Roy & Helen Hall Memorial Library



Register in advance at
McKinneyPublicLibrary.org/Register



WEEKLY PROGRAM

Little Ones Lapsit

0-10 Months

Mondays • 10:30 a.m.
Roy & Helen Hall Memorial Library

Thursdays • 10:30 a.m.
John & Judy Gay Library



Register in advance at
McKinneyPublicLibrary.org/Register



Cross Promote Library Programs & Events

Cross promote library events:

- Website:
 - Integration of Parks/Apex/Library [holiday events](#) and [camps](#)
- Newsletters:
 - City newsletters
 - Parks & Rec newsletter
 - Apex Centre newsletter
- Social Media:
 - Integration in City's Instagram page
- Digital Displays:
 - Rec Center & Apex digital displays
 - Downtown McKinney digital displays
 - Apex outdoor signage (future)

GOAL:

Establish Brand Standards

- Create brand standards including guidance on:
 - Logo
 - General look and feel (colors, fonts, etc.)
- Apply brand to all physical and digital materials.
 - Aspen App
 - In-library literature
- Enhance brand through visual storytelling (photos and videos).

Extending the Brand through Visual Storytelling

Visual storytelling:

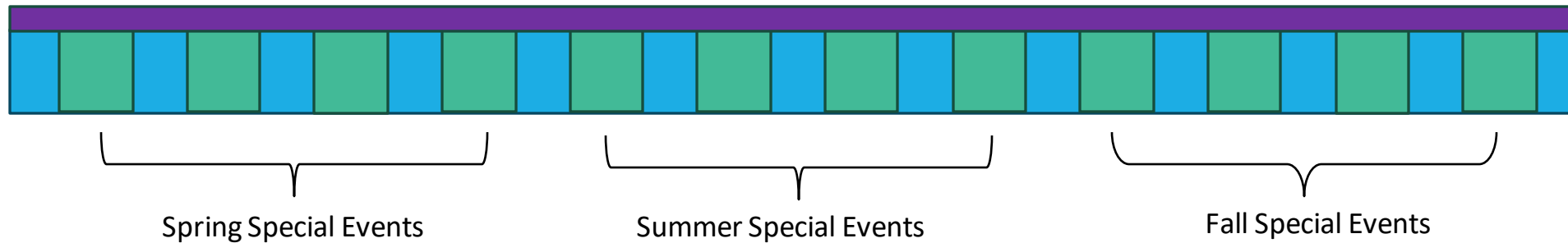
- Event photography
- Program videos



GOAL:

Establish Comprehensive Marketing Plan

- Annual marketing plan to include messaging that:
 - Supports and enhances the library reputation,
 - Increases awareness of general library information, services, and resources, and
 - Recognizes social and cultural events.



Library marketing



Special event marketing



Program marketing

Monthly Marketing



Library marketing



Special event marketing



Program marketing

JANUARY 2024

MON	TUE	WED	THU	FRI
1	2	3	4	5
Book List	Lunar New Year		NL Signup	
Program marketing				
8	9	10	11	12
		Lunar New Year	NL Signup	MLK Day Newsletter
Program marketing				
15	16	17	18	19
MLK Day			Lunar New Year	BHM
Program marketing				
22	23	24	25	26
Adult Programs		Lunar New Year	BHM	BookTok
Program marketing				
29	30	31		
	Lunar New Year Roman Empire	Lunar New Year BHM	LinkedIn	Newsletter
Program marketing				

Observances: 1: New Year's Day, 15: Martin Luther King Jr. Day

Reputation Marketing through Social Media



Membership



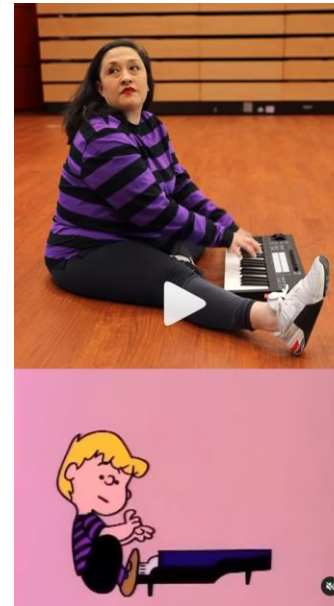
Familiarity



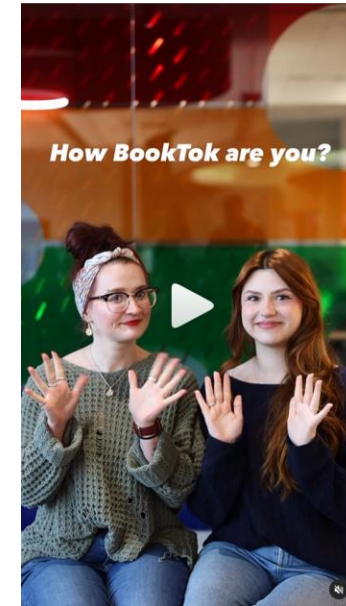
New resources



Value



Reputation



Socially Relevant

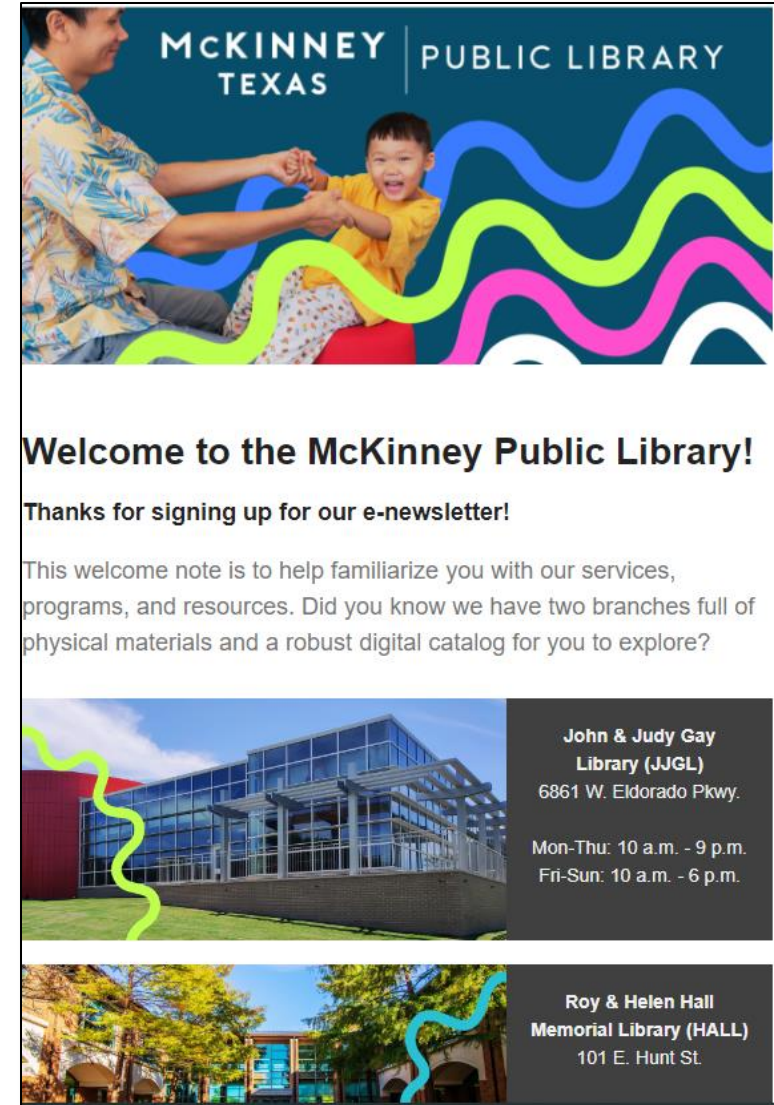
GOAL:

Improve Patron Communication

- Improve program registration process.
- Utilize patron database more effectively to:
 - Improve new member onboarding
 - Reengage inactive patrons
 - Target active users to increase usage of services/resources

New Member Welcome Emails

- New member email established in January.
- Over 1,300 new members received email (Nov-Jan).
 - 73% open rate (industry avg. 17.8%)
 - 6.2% click rate (industry avg. 0.9%)
- Additional user journey emails planned.



GOAL:

Create Sense of Belonging & Connectedness

- Create staff training to ensure a positive experience for new cardholders.
 - Create a sense of excitement and ownership.
 - Train staff on process to ensure the standard experience is an excellent experience.
 - Create positive first impressions to create a life-long user of the library.
- Implement in-library activations to increase positive brand associations and memorable experiences.
 - Associate activations with planned events to increase hype, awareness, and excitement.
 - Activations are our version of 'experiential marketing'.

How can you help?

- Become a Brand Ambassador
- Engage on Social Media
 - Share content with your network
 - Create content and share with us
- Participate in Reputational Marketing
- Provide Feedback

Library
Newsletter



Library Social Accounts



facebook.com/McKinneyLibrary



Instagram.com/CityofMcKinney

Questions?

