Strategies for Effective Library Marketing and Communications

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Table of Contents

- Branding (Hashtags, Logos, Fonts and More!)
  - Institutional branding guidelines
  - In-house style guides for Library communications

- Campus Partners
  - Building relationships with other communicators
  - Collaborating and leveraging content

- Email and Social Media Strategies
  - Best practices, resources and tools
  - Accessibility tips

- Developing a Communication Plan for Your Library
  - Have a procedure for deploying different types of content with people responsible for posting
  - Gathering content ideas from staff
Branding
(Hashtags, Logos, Fonts and More!)
Branding @ Brandeis

Institutional level

- Style guide
- Colors
- Typeface

New brand roll-out

- Institutional narrative
- Visual identity system
Branding @ Brandeis

Sub-branding

- Collaborate with Communications office
- Wordmark

Library Communications Group

- Assert identity after splitting from ITS
- Common language guide
- Recommended typefaces
- Optional department colors
Branding @ UMass Boston

Follow the [UMass Boston Brand Manual](#)

- Logos, fonts, and hex codes
- Even phone number formats!

Use campus marketing resources

- Word and PowerPoint templates and logos

Download the UMass Boston Logo, Fonts, and Other Graphic Assets

Download the UMass Boston logo, fonts, and templates for handouts and PowerPoint presentations by clicking on the appropriate links below.

**Files**
- PDF of the UMass Boston brand manual
- Logo bundle: 2 EPS files, 2 JPEG files (blue and black), 1 PNG file
  
  For designers, we provide a Photoshop layered file (logo in vector format and fully scalable)
  
  - a template for PowerPoint presentations
  
  - a PowerPoint template with a white background (suitable for handouts)
  
  - a Word template for report covers and similar documents, using Franklin Gothic
  
  - a Word template for report covers and similar documents, using Arial type (an acceptable substitute for Franklin Gothic)
  
  - an 8.5" x11" blank Word template, suitable for a variety of purposes, with the sail motif at the edge of the page
  
  - an 8.5" x11" blank Word template, suitable for a variety of purposes, with a border instead of a "bleeding" sail motif (an acceptable substitute)
  
  - a generic Word template for letterhead, including the university's name and address
  
  - a Word template for fact sheets
Branding @ UMass Boston

Add library-specific guidelines

- e-book or ebook? (Please don’t use “eBook”!)
- taglines (“single-search tool”? “discovery tool”?)
Branding
Quick Tips

- Find and use your school’s brand manual
- Develop a go-to list of accessible, easy-to-read fonts
- Ask your school’s marketing team for a logo with a transparent background
  - This makes it much easier and cleaner to brand any documents/images you create
  - Pay attention to any guidelines they establish around logo formatting and use
- Use common language/taglines to refer consistently to “the important stuff”
  - Discovery tools
  - Research consultations
  - Library instruction sessions
- Add a default color palette to your graphic design and productivity tools
  - Or keep hex codes in an easy-to-reference location (sticky note, text file, etc.)
Campus Partners
Campus Partners @ Brandeis

Campus Communicators

- Meet every few months
- Working groups

Connect on social

- Tag departments and staff as appropriate
- Share other departments’ content
- Branded hashtags

Get events on the calendar

- Sync with website and Facebook events
- Populate newsletters

It's #ReadAcrossAmericaDay! We want to see your #Brandeis shelfies!

@brandeislib

11:05 AM - 2 Mar 2019
Campus Partners @ UMass Boston

Existing campus channels can help you amplify your message and target to the appropriate audience

- IT News/Alerts
- Office for Faculty Development
- UMass Boston Communications Office
- Reading, Writing, and Study Strategies Center
- Student email blasts
Campus Partners
Quick Tips

- Find your campus communications allies
  - Who do you already know?
  - Who do you need to find?
- Figure out how different departments distribute and collect their info
  - Should you send someone an email?
  - Is there a form to fill out and submit?
- See if there is a campus-wide calendar you can post events to
- Reach out to the main campus news/communications department to have them share events and big news
  - Grants, new collections, etc.
- Choose the right channel to help you distribute the message
- Find out who runs the main campus social media channels
  - Ask them to share important posts
Email and Social Media Strategies
Email Strategies @ Brandeis

Writing effective subject lines
- Keep it short
- Stand out in an inbox

Make email scannable
- Use headings to break up content
- Write in short paragraphs
- Include images and alt-text

MailChimp
- Free for up to 2,000 subscribers
- Test emails on multiple platforms
Social Media Strategies @ Brandeis

General Best Practices

- Determine which platform is right for your audiences and your voice
- Vary content across platforms
- Tailor content to fit the medium
- Accessibility applies on social media, too!

Creating graphics

- Canva
- Piktochart
Email Strategies @ UMass Boston

WordPress blog as a newsletter for faculty and staff

- Add faculty and staff emails as subscribers
- They receive each newsletter post as a single email

Student email blasts

- Constant Contact with a personalized template
Social Media Strategies @ UMass Boston

Use **Canva** to create visually appealing graphics to accompany posts

- Accessibility tip: duplicate any text in the image in the post itself

Use **Canva** to create flyers and handouts

- Announcements, promotions, information, instruction, etc.
Social Media Strategies @ UMass Boston

Use Canva templates to save time and “level up” the professionalism

Because people want to learn
Email and Social Media Quick Tips

- Use headers and make your emails quick and scannable
- Develop and test email templates in advance on different platforms
  - Test on mobile and on desktop
- Graphics tools: Canva, Piktochart
- Stock image sites: Unsplash, Pexels, Flickr, Wikimedia Commons, Giphy
- Noun Project for icons
  - UMBrella example (visual branding)
Accessibility Quick Tips

- Write alt text on images
  - Alt text should be a description of the image, not a caption
  - Don’t forget alt text on social media!
- Add captions and transcripts to videos
  - Take time to review and edit auto-captions
  - This also helps viewers who want to watch videos with the sound off
- Descriptive linking
  - Explain where the link is taking you
- Use heading structure to organize your content
- Check color contrast
  - Color checker tool: WebAIM
- What accessibility resources are available on your campus?
Developing a Communication Plan for Your Library
Communication Plans @ Brandeis

News submission form

- Make it easy for people to share their news
- Streamline reporting

Posting permissions

- Identify who can post where and share information with staff
- Make sure multiple people have access

List possible communication channels

- Update with contact information and publishing timelines
- Internal and external channels
Communication Plans @ UMass Boston

Primary and Back-Up Responsibilities

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<th>Back-Up</th>
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<tr>
<td>Physical Signage</td>
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<td>Circulation Desk Staff</td>
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<tr>
<td>Canvas, Wiki Word</td>
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<tr>
<td>Announcements (downtime, outages, events, etc.)</td>
<td>Nano (new resources, services, events, etc.)</td>
<td>Library Signage (noise, shifting, construction, etc.)</td>
<td></td>
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Detailed Documentation

Posting Alerts:

1. Log into LibAnswers
2. Select Admin then FAQ Groups from the orange toolbar
3. On the Manage FAQ Groups page, select edit icon under Actions
4. The screen is titled Manage FAQ Groups: Default
5. Select the tab for Pages, from here you can edit the LibAnswers pages
6. Select the edit icon next for the Home Page
7. Scroll to the bottom of the page and click on Add Box on the right side of the screen
8. Select Box Type, Alert
9. Add a title and select a color and Save
10. Click on Add Item and select Rich Text/HTML
11. Add the text of the alert
12. To move the box to the top of the column, select the number list icon on the top right side of the page
13. Drag the alert to the top of the column
14. Repeat steps 6-13 for the FAQ Page
Communication Plan

Quick Tips

- Multiple people should have access to each platform
- Establish guidelines for which type of content gets posted to which platform
  - How should the same piece of content be formatted for each platform?
  - How can you make your content more visually interesting?
- Consider creating a single form for people to submit news/announcements they want to distribute internally or externally
- Figure out how to avoid duplicate or excessive outreach/communication
- Create documentation to share with colleagues and maintain consistency