

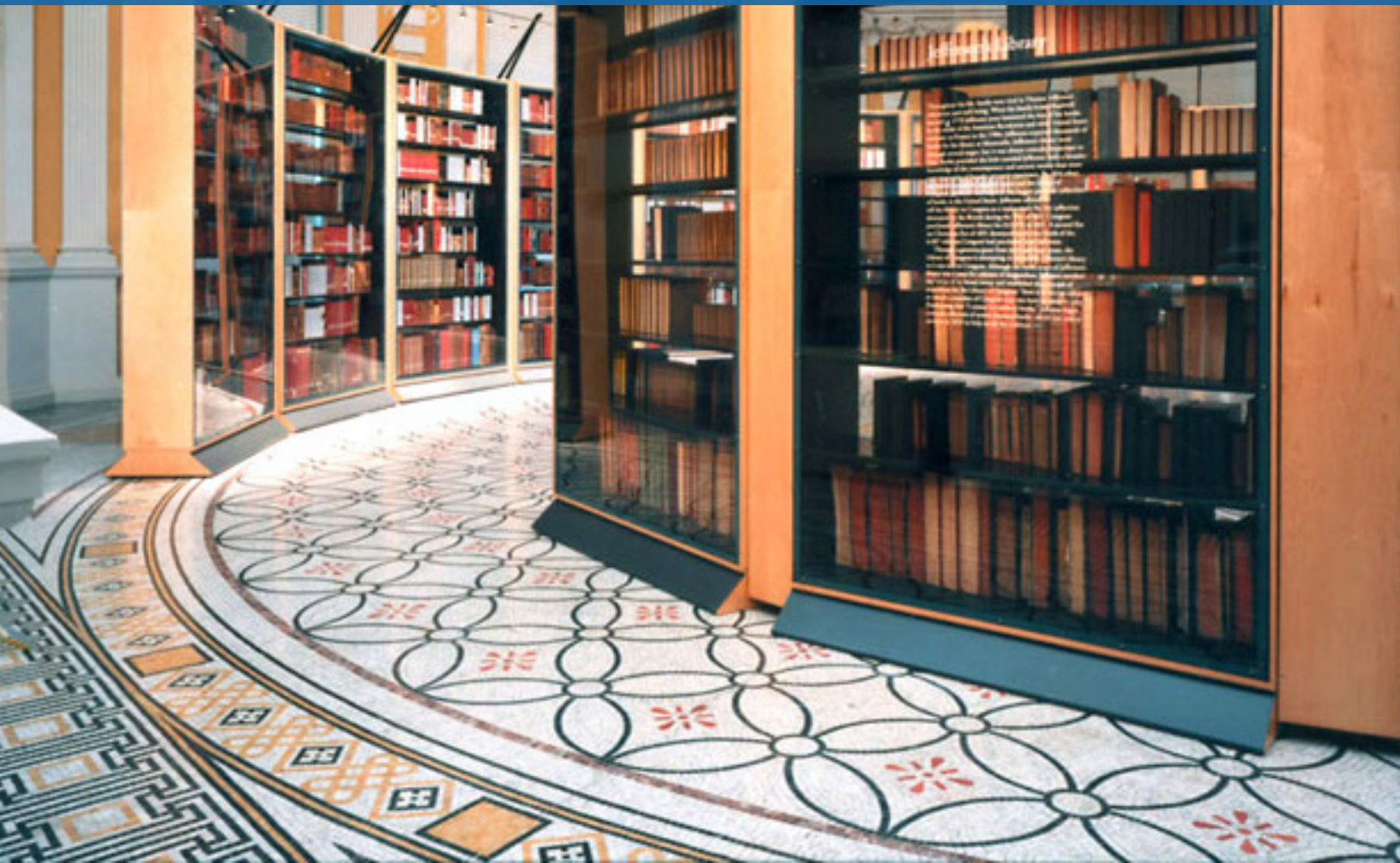


Library of Congress Bibliophile Campaign

Pamela Wolf



LIBRARY OF
CONGRESS



LIBRARY OF CONGRESS BIBLIOPHILE CAMPAIGN

“I have met with, and very kindly and opportunely offered me the means of re-procuring some part of the library treasures which I have ceded to Congress to replace the devastations of British Vandalism at Washington. I cannot live without books...”

-Thomas Jefferson

In June of 1815, at the start of the American identity, correspondence between Thomas Jefferson and John Adams stressed the importance of what libraries mean and how reading is invaluable. The war of 1812 had just devastated Washington, D.C. and the Library of Congress. Jefferson sold his book collection recognizing America’s need for literature.

Through each campaign listed, we have not forget this sentiment and will continue to recognize the significance of the Library’s message. We have taken thoughtful approaches in touching each member and what this campaign means to them. To effectively position the Library’s efforts to maximize opportunity, we have developed an open, agile, and flexible strategic public relations plan focused on accentuating the Library’s best qualities. The plan is all encompassing, valiant, and action oriented. During the development of this plan and as the campaign progresses, we will monitor and adjust to major strategic directions taken by feedback and approach.

The Library’s rich history should be utilized to reach all audiences and enrich their lives in a variety of ways. In the pursuit of superior quality, we will take the Library’s best accomplishments and prestigious reputation in outreach efforts, and achieving goals.



TABLE OF CONTENTS

RESEARCH.....	p.1
Situation.....	p.1
SWOT Analysis.....	p.1
History.....	p.2
Thinking Digitally.....	p.4
Activities.....	p.4
Awards and Honors.....	p.6
Primary Research/Interview....	p.6
Target Audience.....	p.9
Summary.....	p.9
Opportunity.....	p.10
Media Analysis	p.10
PLANNING.....	p.13
Research.....	p.13
Behavior.....	p.14
High Level Strategy.....	p.15
Target Publics/Media.....	p.16
Website.....	p.16
Content/Brand Asset Creation....	p.17
Benchmarking and Reporting....	p.18
Email/Blog Components.....	p.18
Social Media.....	p.20
Social Campaign.....	p.22
Branded Content.....	p.23
Secondary Strategies.....	p.23
TACTICS.....	p.25
Outline Press Release.....	p.25
Press Release Example.....	p.26
Email Campaign Outline.....	p.27
Email Example.....	p.28
Social Media Posts Outline....	p.29
Social Media Example.....	p.31

IMPLEMENTATION.....	p.32
Tactic 1: Social.....	p.32
Tactic II: Email Campaign.....	p.33
Tactic III: Press Materials.....	p.34
Tactic IV: Community.....	p.35
Tactic V: Celebrity Appearances.....	p.35
EVALUATION.....	p.37
Social Evaluation.....	p.37
Facebook.....	p.38
Twitter.....	p.38
Instagram.....	p.39
Email.....	p.39
Website.....	p.41
Press Success.....	p.42
APPENDICES.....	p.44
Appendices A-GANTT CHART	
REFERENCES.....	p.45

The goal of this public relations campaign is to increase public awareness and modernize the Library of Congress's communications practices, especially pertaining to the digital community. The LOC is an iconic and prestigious symbol to American history. It is evident that the American public does not fully understand the services the Library of Congress offers. This plan is focused on thoroughly investigating the challenges and creating opportunity.

This plan serves as flexible but meticulously prepared plan using best practices. We will update the LOC's outreach efforts by communicating online and using other opportunities for more exposure.

With such a vast audience, this could seem challenging to target. However, this provides great opportunity in expanding our targeted groups. Using both conventional and unique public relations wisdom, each campaign aims to strive for excellence in utilizing all available tools.

Our main strategy will be to focus on social media, email marketing, blogs, and updated website functions. The success of these will be measured through intense evaluation using multiple tools and data.

The budget will be consistent within the Library's expectations and affordability. A substantial amount will be contributed to public relations software that will integrate social media and allow for media monitoring.

Situation:

The Library of Congress is America's oldest cultural institution, and world's largest library. However, they are poised with a unique problem of lacking a fundamental PR strategy and plan to advance into the digital age. The Library is missing opportunities to better reach their audience with their website, utilizing social channels, traditional PR placed into digital efforts, and email marketing. Nationally, libraries have had to adjust to digital solutions due to digital efforts outpacing paper and books. The LOC (Library of Congress) is in a rare position of being both a library and museum culture. This can be problematic in understanding attendance and justification of exhibition costs. They often compare themselves as a cross between the New York Public Library and the Smithsonian Institute. With such a unique identity, the LOC should be utilizing both fronts in their PR efforts.

SWOT ANALYSIS

Strength:	Weakness:
<ul style="list-style-type: none">• Having top notch resources.• High saturated audience of well-educated and wealthy.• Library and bookstore combination helps revenue.• Increased exhibition interest and topics.• Making progress towards including advertisement.• Increase focus on public experience rather than congress.• Hired a graphic designer and exhibitionist specialist curator.	<ul style="list-style-type: none">• Lack of modern website to easily find information.• Adoption of best practices for social media.• Obstacles in attendance.• Mobile friendly options are lacking for usability.• Inconsistent site information• Business slows in winter months.

Opportunities:	Threats:
<ul style="list-style-type: none"> • Can create significant visibility and engagement through social channels with minimum impact on resources. • Increasing communications efforts by targeting and being timely. • Reaching and converting new public audiences through digital experience. • Making the communities more involved in willingness to be a viable resource. • Donors should be made more aware of possibilities online media provides. 	<ul style="list-style-type: none"> • The Library of Congress is missing modern era PR efforts by being digitally present. • This affects revenue and profit margins and social awareness. • Google search easier to use rather than within confusing web interface website. • Declining visitorship in person and online traffic. • Overfunding on unnecessary products and services. • E-books and large book corporations are a revenue threat.

History and Background (*James Billington Encyclopedia Britannica, 2014*)

The mission of the LOC is to “sustain and preserve a universal collection of knowledge and creativity for future generations." LOC is the national library of the United States, the largest library in the world, and has five different locations. Its collection grows at a rate of about two million items per year; It has more than 155 million items in 2012.

“LOC serves members, committees, and staff of the U.S. Congress, other government agencies, libraries throughout the country and the world, and the scholars, researchers, artists, and scientists who use its resources.” (Britannica, 2016 p.3) The Library also prides itself as the national center for library services to the blind and physically handicapped.

Their collection includes; books, prints and photographs, newspapers, veteran

history, performing arts, sound recordings, film, maps, and manuscripts. They offer many concerts, Q&A's, films, lectures, and exhibitions for the public.

History

The library was founded in 1800 with \$5,000 appropriated by Congress when the U.S. capital moved from Philadelphia, Pennsylvania, to Washington, D.C.. It was a part of the new Capitol building, for nearly 100 years. During the War of 1812, on Aug. 24, 1814 the British set fire and burned down the Capitol building and the library's original collection of 3,000 volumes.

In January 30, 1815, Thomas Jefferson sold his personal library of 6,487 books for \$23,950 with the approval of Congress. On Christmas Eve 1851, another fire destroyed two-thirds of the collection. While many collections have since been replaced, there are still a few original books on display.

By 1897 the size of the collections required a new location from the Capitol building. (James Billington *Funk & Wagnalls New World Encyclopedia* 2016) This became the Thomas Jefferson Building main building. Two other buildings are also on the Library campus. The Adams Building, which has the North Reading Room that includes a reference collection focused mainly on business and economics, political science, education, and sociology. This building is often used for Congress. The James Madison Memorial Building is to compensate for the continual growth of the Library and expansion of its services. Additionally, Librarian of Congress Ainsworth Rand Spofford was instrumental in establishing the copyright law of 1870 and having the LOC as its

hosting location.

On a typical day, the library receives approximately 15,000 items and adds approximately 11,000 of these to its collections. Materials are also acquired through gifts, purchases, donations from private sources, other government agencies, the library's Cataloging in publication program, and exchanges with libraries internationally.

Thinking Digitally (Fischer, March 2013)

In 1993, the Library initiated a project to digitize more than 32 million items available on the Library's Web site at www.loc.gov. "Many of these items are rare primary source documents, such as rough drafts of the Declaration of Independence and the Gettysburg Address, the papers of abolitionist Frederick Douglass, and the first films of inventor Thomas A. Edison." (Constitution Daily, 2016)

Congress also wanted the Library to find a way to help constituents understand the government's legislative branch. In 1995, Congress.gov, debuted providing access to everything from bills and resolutions, to treaties and committee reports. It also explains how laws are made and can be viewed in minute-by-minute descriptions of the activity on the House and Senate floors.

Activities

The Congressional Research Service is the division that provides members of

Congress with needed information. When it comes to the public, the Library provides reference services and allows studying in both the general and subject specific reading rooms.

The LOC is motivated to be highly involved within the community by contributing to local and regional library resources with their interlibrary loans. LOC provides various services nationally such as photoduplication of printed materials, manuscript, photographic material, offers publications for sale, shares the literary and musical programs that are presented in the Library, makes recordings available of poetry and folk music, circulates exhibits of materials in the collections, and provides special services for persons with disabilities. Libraries across the U.S. can receive Braille publications and audio recordings, for those with visual impairments or other special needs.

The Library of Congress has devised a subject classification system particularly suited to larger collections. In the 1970s, LOC set up an information database for researchers and scholars. A high priority since the 1990s has been to digitize millions of library materials to give better access in helping researches and scholars.

The digitized materials— including books, documents, sound recordings, still and moving images, and maps— can be seen on the website, *American Memory* (memory.loc.gov). The Library of Congress is a partner in UNESCO's World Digital Library project, to which many of the world's national libraries are contributing digitized material from their collections.

Awards and Honors (*National Ambassador for Young People's Literature, 2016*)

The Library sponsors privately funded programs that honor individual achievement, such as the Poet Laureate program. The position of National Ambassador for Young People's Literature was created to "raise national awareness of the importance of young people's literature as it relates to lifelong literacy, education and the development and betterment of the lives of young people". The LOC named their first graphic novelist and Asian American, Gene Luen Yang, as their National Ambassador for Young People this year. They also provide a "Living Legend" awards for distinguished Americans in various fields, such as Madeline Albright. There is also a Kluge Prize in the Human Sciences that recognize achievements in disciplines not covered by Nobel Prizes, such as philosophy, politics, anthropology, sociology, religion, criticism in arts and humanities, and linguistics, and provides prize money comparable to what Nobelists receive. In 2007 the Library inaugurated the Gershwin Prize for Popular Song, named for the American composer George Gershwin.

PRIMARY RESEARCH AND INTERVIEW (Flanagan, E. Scott, D. Perry, T. June 8, 2016, Research for Library of Congress PR Campaign)

Stakeholders and internal publics would like to see more of a digital effort, such as with social media and an imperatively better web site. "There is a missed opportunity in showing how interesting and valuable the LOC really is since there is so much to offer" Deirdre Scott, Head of Consumer Affairs told me. And that they struggle with a "stuffy" disposition.

LOC believes they have the influence to be a top facing agency in the museum world and the biggest competitor is the New York Public Library. NYPL is more modern and advanced than the LOC is.

LOC employees would like to do more national events other than the National Book Festival. Such as Banned Book Week in September, and they would love to celebrate that in a more public facing way as they believe all reading should be available to everybody.

LOC would also benefit by getting more into the education business. They have been very successful with some of the classroom materials and teachers and visitors, but they feel as if they could push that envelope more and really become a resource for other schools and educators.

- “We have so many cool things that people don't know about that's beyond books, we really are like a museum of many collections”
- Their voice tends to be on the more formal side but stakeholders want opportunities where they can jazz up their language a bit as well.
- One of the main goals of LOC is to be featured in the New Yorker.
 - They want a spot in showing its cultural appreciation and the opportunity to be featured like a museum.
- Attendance throughout the years have been an issues. They tend to see a spike in summer months while school's out but want to focus more on gaining traction for exhibits that don't get nearly enough attention.
 - For example, they had an opera exhibit that cost quite a bit of money and

the numbers were extremely low in attendance specifically for that exhibit.

- During the 50th anniversary of Martin Luther King's March on Washington, they had an incredible exhibit that was very successful to the public, and included rare photographs, drafts of speeches, and correspondence.
 - My interviewee said “I think it worked because it was highly interesting to the public. We had pieces that nobody else had like his draft. Things that were on the March of Washington. We had some incredible photographs as well that really showed the spirit of the March on Washington.”
- One exhibit they are currently working with that they really hope takes off, is the exhibit “Jazz Singers”.
 - LOC believes it’s a very exciting topic and has a lot of really profound pieces from people such as Ella Fitzgerald and Frank Sinatra.
 - The public should be more interested because it is one of the more artistic exhibit.
 - They would like to increase the attendance since its opening of February.
- A major focus on opportunities they want to push is telling their story and how they have exhibitions to gain public attention
 - They don't feel like they've been doing all that they can and exhausting all possibilities
 - There is a bit of red tape involved because we are part of a government agency and sometimes things in an approval process take a longer than they really should

- The Library does author events frequently that are outside of the national book Festival, that are of special interest or niche markets and would like to promote that better than they have.
 - Interviewee’s example “We had a football book and had the author speak about it and we thought that would draw a lot of attention and while it was mildly successful we felt that if I had been publicized the right way it would've been a great hit.”
- Additionally, those who are constantly involved with the library (docents, volunteers, researchers etc.) are major advocates who want to spread the word but agree their look is outdated.

Target Audience (*ala.org/2016*)

• Library users	• Civic/neighborhood associations
• Donors and potential donors	• College students/alumni
• Elected officials	• Professional associations
• Journalists	• Teachers/school administrators
• Other librarians	• School children
• School board members	• Faculty/administrators
• Business community	• Seniors

Summary

The Library of Congress has a plethora of services and exhibits readily available for the country’s use. These tools aren’t being made known to the public. While there is

a lot of unknown history, the Library has lacked pushing forward this information into the digital age. The Library wants the public to be more aware of their services, and gain momentum for larger attendance at exhibits. They want to be more available to stakeholders and the general public. LOC has identified what does and does not work but seem to have problems using the information and turning it into a solution.

Opportunity

There is real opportunity for the Library of Congress to thrive forward into the digital age. Books are a fruitful commodity with a large following, therefore the need to be relevant and ahead of the curve as an invaluable task and achievable mission. With the digital revolution and ever-changing scenery of the internet, the Library can accomplish success for their exhibits with constantly staying on top of the latest trends.

To address this, we can start by utilizing social towards our audience and frequently using the various channels. The copy and content has to be relevant, sharable, and intriguing. Additionally, the website should be updated to reflect a more modern display and be more user friendly to show all the cool things the Library has to offer. These two things would help with SEO and push people to be more aware.

Media and Analysis:

The Library of Congress's media coverage of recent mostly spans between the National Book Festival, the new Librarian to be appointed, how the previous Librarian was lacking modern efforts, and how the new librarian will have high expectations.

The articles detailing a need for new leadership, often referenced a lack of digital awareness and the opportunity for more to be done. “America’s ‘national library’ is lacking in leadership, yet another report finds” out of the Washington Post specifically outlines its immense funding but lack of modernization has caused great concern and ultimately effecting other aspects. The words “fail(ed), lack, and fix appear 12 times. “There’s nobody running the ship,” said retired inspector general Karl Schornagel (McGlone, 2015).

When it comes to the National Book Festival, or naming of new scholars that represent the Library (i.e. Poet Laureate, Young Children Ambassador, etc.), it is often positive with great reception as these pieces seem to resonate with a bibliophile crowd.

The reception has been well received to the new Librarian being sworn in. Carla D. Hayden was sworn in for approval officially July 14th, and has been received well by the media. However, there was some pushback reported by Republicans accepting the nomination because of her opposition the ‘The Patriot Act’ and what it meant to libraries.

The hope is that she will be able to fill a void that has been lacking for years. Hayden was able to turn around Baltimore’s library and has been given credit for keeping Baltimore’s library open during the riots last year. She is also praised for being a Librarian instead of scholar, which should help operations and funding (McGlone, July 13, 2016).

Since Carla Hayden would be not only the first woman, but the first African-American to be a librarian at LOC, there has been much attention about how this was long overdue and addresses the race complications this country faces. Her undeniable

qualifications have received some negativity but ultimately her standards of “library engagement” will propel the LOC into modernization. Hayden’s vision will play a major role into the success of the Library (Ards, 2016).

Comparatively, the New York Public Library holds a lot of news about its collections and support from celebrities. Ethan Hawk was recently named on the board of trustees, and Dakota Fanning wore a dress she supported NYPL. Additionally, they are frequently named in the news for publications, digital exhibit releases, and coming events. Alternatively, the Smithsonian’s recent news is purely exhibit based or about the opening of the new African American Museum.

These two comparisons are leaps and bounds ahead of where the library should be in the media. First by mainly being positive news, and then by displaying the main integrity of both with their collections in the media. An opportunity the library can take to repair this, is to reach out to media more frequently on happenings within and share positive news. There are many opportunities the Library of Congress could engage in that would create appropriate attention and garnish new relationships.

The goal is to move the Library of Congress into the digital age with three main components. The first being social media, where the LOC can reach their audience for low ROI. The second is new digital platforms such as email marketing and other digital efforts that helps the publics understand all the resources the library has/can do, and be a tool for news and information. The third component will utilize its respected pedigree by having celebrity appearances, authors, and others appear and share digitally. This will allow more visibility to the public and bring expected standards to an institution with a prestigious background.

Each objective will cover all the necessities to bring the LOC into the modern age such as: Increase in attendance at the Library of Congress exhibits; increase awareness of library activities; increase overall visibility; increase revenue in marketable profits on website; and increase digital presence with social media and digital engagement.

The three main targeted audiences would consist of the well-educated and wealthy, minorities who are highly involved in community, and advocates (such as educators) for children programs or resources.

The Library of Congress's demographic is vast and ranges greatly. However, women more than men substantially visit the library; and as age increases in adulthood, visitors go down. Annually, 100 million children go to the library, out of these 46% attend children programs and 80% have checked out a book. Amongst black, white, Hispanic, and American Indians- the attendance was quite even at 64-68% (Griffith and King, p.4).

There was a wide variety in education level and 85% of visitors had a more than a 4 year degree and earned 81% earned more than \$150,000 a year 95% of the visitors who used the internet tended to have 75% of them had internet availability at home. (Griffith and King, p.5).

Educational needs are the primary purpose for visiting public libraries in all racial and ethnic groups. “Black or African Americans visit public libraries much less for entertainment needs than any other group (17% of visits versus 24-35%) and White Americans visit much less for work-related purposes (15% versus 24-27%)”. The visits to public libraries do not seem to differ much in terms of purpose for the visit by age, sex or education level. The single exception, is that visitors over 64 years of age tend to visit the public library more for entertainment needs and less for work-related needs, as might be expected” (Horrigan, 2015).

Behavior:

Additionally, 78% think the libraries in their communities are effective in promoting literacy and love of reading among people. 48% Hispanics and 41% blacks are more likely than others to say libraries are very effective at promoting literacy and love of reading.

“It has been proven that libraries and museums are used for educational advancement. Among those who went to the library in the last 12 months and used library computers, the internet or Wi-Fi, 60% have used those tools to do research for school or work, and 17% have used them for taking an online class or completing an online certification. In addition, 17% did so to attend a class or lecture.” (Horrigan, 2015).

Two-thirds (65%) of majorities in America believe in libraries as an information vehicle supporting the idea that libraries contribute to helping people decide whether they can trust information. Lower income and less educated Americans are more likely to agree “a lot” that

libraries contribute to people's calculations of trustworthy information. Additionally, 33% of Hispanics say libraries contribute significantly in helping people decide which information is accurate (Horrigan, 2015).

The noted behavior of library users consists of many different facades. Young adults use work stations versus older adults use who books. Young adults that are well educated also enjoy visiting exhibits. These adults are also heavily connected to social media, mobile usage, and websites allowing great opportunity for digital engagement (Griffith and King).

Additionally, Remote visits were almost equivalent to in person visits at other national libraries. The ladder often reads articles and looks for information. When at the library, 55% check out books. Vast majority of educators use library resources and focus on children efforts in education (Griffith and King).

High Level Strategy

Our high level strategy will allow easier access and use for general public. The goal is to be connected by emphasizing each sector of the library's connectivity to potential visitors (first and foremost), then the community itself, including the benefits LOC offers.

We will leverage social media by building a presence that acts as a resource for what's happening at LOC and within the community, especially via video. Updating digital outreach with a new website that allows email marketing and blogs giving opportunity to even more of the targeted public. This includes building rich content and allowing exhibits and bookish items be readily available with information. We will include SEO to ensure the Library comes up when topical ideas are being searched. Currently that's not the case and often LOC doesn't show up until the 4th or 5th page on google that isn't organic.

Additionally, we will build Media Partnership to help influence local medias across DC, Virginia, Maryland, and nationally to capitalize on upcoming editorial opportunities for increased exposure. We will evolve marketing efforts on an ongoing basis to capture online searched and traffic to convert potential audience into qualified visitors.

Other targeted publics and media:

Targeted Public;	Media to target to:
Library users	Newspapers, blogs, podcasts, social media, websites
Donors and potential donors	Newspapers, blogs, podcasts, social media, websites
Elected officials	Newspapers and publications
Civic/neighborhood associations	Local publications and newspapers, blogs, social media
Other librarians	ALA, library resources, blogs, podcasts
School board members, Teachers/school administrators	Educational publications, ALA, community postings, websites
College students/alumni	Newspapers, blogs, podcasts, social media, websites, newsletters,
Seniors	Newspapers and publications

WEBSITE

The website should be generated more towards visitors, and with a new and improved site we can better track who is visiting and where the weaknesses and strengths are. New sites work better on mobile devices (44% organic on mobile, 75% usage on mobile, 4/5 mobile users search customer services) (Rudolph). Incorporating social media with a more hands on approach, such as live feed, will increased engagement. Websites are the first stop for information not only from the public, but also from the media. LOC can take advantage of the

latest website technology that offers users more information and easier access to website functionality.

Additionally, social media on the site will improve SEO leading to more traffic on site and allows a mobile friendly platform for sharing information. It also serves as a direct communication with audiences for better engagement. It leads users back to the site for more to be explored, helping increase branding efforts. We can also respond immediately to any questions and really listen to LOC's audience. Social media on sites triple ROI (Patel, 2014).

Optimizing the Library of Congress website to appear for search terms relevant to the library, using a combination of on-site and off-site SEO efforts, would greatly increase online visibility for PR stories. As part of this initial phase, we will provide a list of target keywords that strike the right balance between search volume and competition within the online landscape, while also being relevant to the on-page content.

Within the first 30-45 days will be optimized for the copy and technical elements of the website to appear for the targeted keywords.

CONTENT & BRAND ASSET CREATION

Throughout each campaign, there will be website adjustments and development of brand creative by curating assets and focus on building the brand. Creating new images and video assets to be used through social platforms, will help form creative pieces and media pitches. We could implement a direct mail pieces as an awareness builder, and have invitations to events. It is imperative to create an internal process that brings the campaign into the day-

to-day operations by informing key personnel of campaign language and materials used throughout the Library.

BENCHMARKING AND REPORTING

To measure the success of each campaign we will benchmark a variety of data. Evaluating the share of voice (% of market share for selected keywords) can give great insight into how we can measure its success. We will build a dashboard for a reporting structure to easily identify opportunities and where we can improve upon. For all aspects of each campaign we can review bounce rates, time spent looking at the piece, share-ability, and new versus returning visitors.

EMAIL MARKETING / BLOG COMPONENTS

Feel of this portion should resemble a cross between the NYPL and Smithsonian, while giving easy access to navigate through different exhibits, resources, and announcements. They should be heavily sharable and social while being mobile friendly.

Each campaign will focus on a specific event or general news. Each content piece should have substantive information and highly engaging materials such as video, photos, audio, etc. Any resources included in the blog should be positioned as “learning” and broken into sections

Email Campaign Tactic

- o Send triggered email campaign to current list of visitors:
 - Email 1: Newsletter on latest information
 - Include latest published book from the LOC publishing house
 - Include upcoming event
 - Include latest, upcoming, or current exhibit
 - Include Tour
 - Include revenue item (something from the shop, duplication services, prints and photographs, etc.)
 - Email 2: Check Out Our Social Media
 - Make list aware of social channels

Ask for follows, likes, shares, retweets, etc.

- Email 3: Invitation to the Library
- Email 4: National Book Festival
- Email 5: Teacher and local resources for education when school starts (centered around the start of school)

Blog Campaign

- Announce a ramp up of ‘new things to come’
 - Give information on a rebranding with a big unveiling
- First Official Campaign: General Information
 - Current happening at the library
 - News and events
 - Include call to action to push the social media aspect
- Second Blog: Centered around National Book Festival
 - Give information
 - Make sure messaging pushes excitement
 - Include live Twitter/Facebook feed
- Third blog: Halloween and the libraries’ history and resources
 - Expose on how the Library may be haunted
 - Give information on children’s event of the annual ‘scary reading’
 - Write personal story of what Halloween meant to you as a child

Library Application

A mobile application allows the library to be visible to patrons at all times. It will lead as a direct marketing channel to have general information, news, events, and push fun items like “Banned Book Week”. It would also allow enabled push notifications for direct visibility while building brand recognition. An app would also have downloadable information and be a social platform to share instantly on the different channels.

The app would feature push notifications and reminders or calendar invites for people interested in events. Should the user find a post they are particularly interested in, they would be able to push each post to their own social channels.

SOCIAL MEDIA

Being able to utilizing Facebook, Twitter, and Pinterest to its fullest abilities will improve usership with library fans and give way to potential of users. Adding one more channel, such as Instagram, that is linked to your Facebook or Twitter would work to increase overall SEO and online exposure.

A large portion of the desired target audience, such as young adults, museum professionals, and other potential audiences are frequent users of Instagram.

Right now there is not a consistent hashtag mentioned that library fans could learn to associate with the LOC. Promoting a specific hashtag (in general and for each campaign or exhibit), across posts Instagram, Facebook, and Twitter helps to gain followership, loyalty, and overall brand awareness.

Frequently using social channels will expose resources and having a common hashtag will show more visibility. This also helps the media find stories. Currently, majority content includes blog posts that are too lengthy and often is overly technical and academia focused. Often there are dry stories that the public don't normally respond to. Announcement of events are also frequently used but not in an engaging manner.

The rebranded content should include more personality. Leverage the cultural phenomenon of book lovers whom are avid bibliophiles and love share worthy content. These types of stories also drive conversation and motivate people to share. This means moving forward, using more live photos than stock photos, and videos. Tapping into followers' emotions, through documenting and emphasizing the success stories that happen every day at LOC.

We will also create newsworthy material. Currently, there is material relevant to LOC in general, but we are looking to take this a step further to connect how it directly effects

resources, local communities, and national efforts towards libraries while also including photographs from their image library.

<p>Types of social media practices that benefit the LOC:</p> <ul style="list-style-type: none"> • Valuable content • Comment on relevant news/tweets • RT relevant stuff/ Mention appropriately • Hashtag appropriately • Engage exponentially with commenters • Ask for RT and likes • Join the conversation and respond. • Do trendy worthy forums (multiple choice, quizzes, puzzles, quotes, lists, emoji's) • Get involved in live chats, especially in the library community of other libraries • Follow more people • Utilize tools for followership and analytics such as Twiends/ Ignitwit / followerwonk • Links in lots of post • Images and video heavily used in posts • Use social mentions and get involved with other libraries and museums. • Reuse content multiple times spaced out • Call users out in mentions • Use twitter cards • Facebook graph search • Make sure the LOC has searchable info • Include like boxes on website and blog • Invite email contacts • Cross promote 	<p>Responsiveness and Frequency</p> <ul style="list-style-type: none"> • Each response on channels should be warm, friendly, and informative. • The frequency of posting will depend upon current events, but Twitter and Facebook will be at least 3 times a day. Pinterest will be daily, multiple times with images from Prints and Photograph library. • Include written responses/comments, but also incorporate more shares, likes, and mentions with Facebook/Twitter/Pinterest/Instagram followers <ul style="list-style-type: none"> • Moving forward, aim to acknowledge any interactions within 24 hours
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We will create social media “sub”-campaigns for each of the marketing campaigns and events. Through Facebook, Twitter, Instagram, Pinterest and YouTube (where applicable), LOC will ensure each target audience is able to search and engage. For each of the campaigns, the strategy will follow core objectives such as sharing exclusive, simple, native and consistent content. We will integrate with existing communities and social networks that are related to the campaign and/or have similar interests. Each campaign will encourage audience participation and ensure a two-way conversation through each channel rather than simply posting and re-tweeting.

SOCIAL CAMPAIGN

The information below is a framework for the focus of key campaigns for the first engagements of 2016. This framework will be reviewed on a monthly basis, and evolve the plan based on previously executed campaign results/data, platform updates, etc.

Each month, will involve a coordination and overview of the results and specifics for the upcoming campaigns. Some will be ongoing while others should have specific campaigns around them.

To start: Build Out & Launch

- **Brand Campaign Launch**
- **Book Features**
 - Great Gatsby was written on this day
 - American Classics
- **National Book Festival**
 - Date and information
 - Highlights from past festivals
- **Other events such as concerts, readings, tours**
- **Exhibit focuses**
- **Teacher resources**

- **Community Outreach**
 - What they've done with other libraries
 - How they're involved in the community
- **Library Programs**
 - American Folklife Center
 - Center for the Book
 - Concerts
 - Copyright
 - Digital Preservation
 - NLS: Services to the Blind & Physically Handicapped
 - Poetry & Literature Center
 - Veterans History Project
 - World Digital Library
- **Specific interests will also be included by featuring these specific following items:**
 - Maps, Veteran's History, Films, Manuscripts, Prints and Photographs, Poetry, Sports, Digital Collections, Newspapers, Performing Arts, History features

Branded Content

The Library of Congress will use video to help develop informational (yet entertaining) content about LOC and today's latest look at bookish topics. We will include the latest of what's happening at the Library such as exhibits, concerts, events, etc. The first theme will be centered around being a bibliophile. This can include celebrity appearance spots. Often high profile or celebrities visit or encounter the library. For example, Seth MacFarlane has a science collection at the library centered around Carl Sagen and should be able to do a spot about it. Videos like this allow them to be Shared from patrons and can spotlight different aspects of the LOC. A spotlight example from a patron could consist of the veteran affairs project around memorial day. These ideas can give a social push of internal "library-esque" institutional and cultural ideas.

Secondary strategies

We will conduct a market test before launch to get a better feel for audience tendencies and then evaluate the components. This will consist of a 'Market Test for Online Forum' We will invite test group of library donors and high level to participate in an online forum where set group gets feedback about current situation and how to move forward with better imagery of the library. The forum would be hosted via the website and email.

The use of onsite promotion will also help outreach efforts. Designing pop-up banners in promoting the campaign will help give information when placed in lobby. These can also be used towards information efforts digitally by using QR codes or iBeacons that connect to your smartphone. Create tech savvy portions in exhibits can give access easily share information. Additionally, utilizing the shop for souvenirs will help revenue but also allow for longevity in promotion.

We will include heavily branded relevant products that are a great source for marketing efforts (i.e. t-shirts, mugs, journals, etc.) to promote donations and enhance revenue. Information about donation should also be visible where applicable. We will include bench marking and reporting to ensure success of these outreach efforts.

Outline Press Release

- Senate approved Dr. Carla Hayden as new Librarian of Congress 17-14 vote
- Nominated by Obama in February after Dr. James Billington retirement
- Term changed into a 10 year position

Attributes:

- First African American
- First woman
- Actually a librarian
 - As opposed to a scholar or writer like previous librarians

Quote: “More recently, she's devoted her career to modernizing libraries so that everyone can participate in today's digital culture.” President Obama said of Hayden, “And I know she'll be a good steward for the important role that libraries play in our communities. Last year, during the unrest in Baltimore, Dr. Hayden and the library's staff kept the doors of the Pratt open as a beacon for the community. Finally, she'd be the first woman and the first African American to hold the position – both of which are long overdue.”

- Former ALA president
- Doctorate from the University of Chicago
- Chief librarian of the Chicago Public Library
- Former Librarian of Baltimore's Enoch Pratt public library system
 - Kept systems open and running during Freddy Grey Protests
- Served on the National Museum and Library Sciences Board since 2010

Use standard library footer that includes history info, and lead to links.

The Library of Congress hires Game-Changing New Leader

Carla Hayden is the first woman, African American, and professional librarian serving the Library of Congress.

Washington D.C.: In a 74-18 vote, the Senate has approved Dr. Carla D. Hayden to serve as the new Librarian of Congress. She was nominated by President Obama in February after a 28-year term, Dr. James Billington retired in November. Hayden will be the 14th Librarians of Congress.

“More recently, she's devoted her career to modernizing libraries so that everyone can participate in today's digital culture.” President Obama said of Hayden, “And I know she'll be a good steward for the important role that libraries play in our communities. Last year, during the unrest in Baltimore, Dr. Hayden and the library's staff kept the doors of the Pratt open as a beacon for the community. Finally, she'd be the first woman and the first African American to hold the position – both of which are long overdue.”

She is also the first true practiced Librarian in 60 years, as the former librarians were scholars and writers. Hayden will also be the first Librarian to serve a tenured term of 10 years, which was formally a life term position.

Dr. Hayden is the former CEO Librarian of Baltimore's Enoch Pratt Public Library system where she was nationally recognized for bringing the library into the digital age, and keeping the libraries open during the Baltimore protests last year.

Before Hayden's tenure in Baltimore, she was President of the American Library Association in 2003 and 2004. Her experience includes chief librarian of the Chicago Public Library. She also has served on the National Museum and Library Sciences Board since 2010. Hayden graduated with a doctorate from the University of Chicago.

The Library of Congress is the world's largest library, offering access to the creative record of the United States—and extensive materials from around the world. The Library was established in 1800 and boasts a collection of more than 162 million items. It is the main research arm of the U.S. Congress and the home of the U.S. Copyright Office. Explore collections, reference services and other programs and plan a visit at loc.gov, access the official site for U.S. federal legislative information at congress.gov, and register creative works of authorship at copyright.gov.

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Email Campaign Outline

Newsworthy Header

- Evolve around Carla Hayden piece
 - Link to release and video page
- Use official image of first nomination

Event-National Book Festival

- Small blurb and event reminder
- Use hashtag
- Match NBF poster image (gif in email)

Shop

- Use traditional book from LOC publication
- Use bestseller
 - The Art & Architecture of the Thomas Jefferson Building
- Use copy from LOC shop page (this has to be done with their guidelines on selling product)

Layout

- Use logo as header
- Link social at bottom
- Footer information

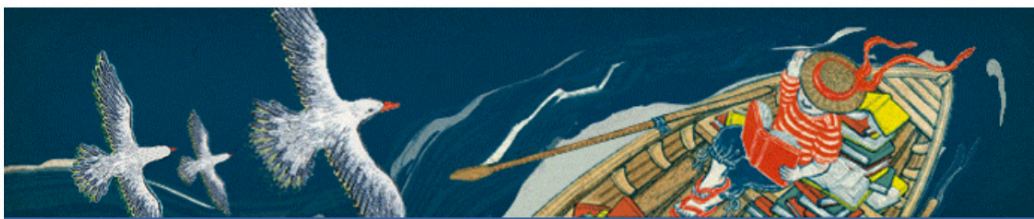


Meet the New Librarian, Dr. Carla D. Hayden

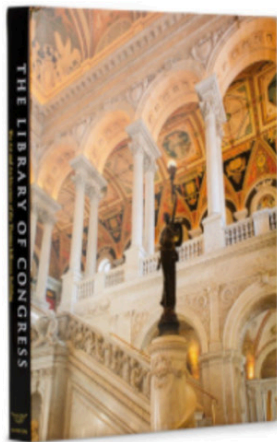
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Read the rest of the story here.



Save the Date for the 16th Annual National Book Festival!
Join us Saturday, Sept. 24, 2016, at the Washington Convention Center.
Follow the bibliophiles with #NatBookFest.



The Art & Architecture of the Thomas Jefferson Building

This handsome, richly illustrated volume explores the history and architecture of the Library's first building, opened in 1897, which is in itself an American treasure. The book features 280 illustrations and 185 full-color photographs of the Thomas Jefferson Building. Filled with historic black-and-white photographs that document the building's first one hundred years. 320 pages. Cloth cover, 9" x 12".

Edited by John Cole and Henry Reed.

Purchase [here](#).



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101 Independence Ave SE,
Washington, DC 20540

Social Media Posts around being a Bibliophile Outline

Carla Hayden Intro

- Behind the scenes and meet our newest addition.
- Dr. Carla D. Hayden is the first woman and African American
- <https://www.youtube.com/watch?v=RnlZjccjNqE#action=share>
- PLATFORMS: Facebook, Instagram, Twitter, YouTube
 - Video included

Fun sharable image picture

- Family portrait
- Cool picture of lots of books open
- PLATFORMS: Instagram, Facebook, Twitter, Pinterest

Banned book week

- FREEDOM TO READ!
- stop by the library to take your “mug shot” reading your favorite #bannedbook
- PLATFORMS: Facebook, Instagram, Twitter, Pinterest, Snapchat
 - Will have placement “mug shot” background and then participants will be featured on social and in video format throughout banned book week

Community giving and team up with Out of Print Clothing

- Out of print shop team up
- Every purchase goes to helping other libraries and communities this week
- Strong call to action
- Tag Out of Print in everypost
- PLATFORM: Facebook, Instagram, Twitter, Pinterest, Snapchat
 - Would want to have carousel images moving of different book titles

F Scott Fitzgerald BDAY

- Happy birthday piece about libraries
- "I've been drunk for about a week now, and I thought it might sober me up to sit in a library."
- PLATFORM: Facebook, Instagram, Twitter

Quote from a book

- Janites unite! #MotivationMonday (use of popular hashtag)
- 'It isn't what we say or think that defines us, but what we do.' -- Sense and Sensibility

- PLATFORMS: Instagram, Facebook, Twitter, Pinterest

Library open house

- Image of reading room
- Information about when linking to site
- PLATFORMS: Instagram, Facebook, Twitter, Pinterest

Library Fact

- Use Great Hall image
- Find Shakespeare
- PLATFORM: Pinterest, Facebook, Instagram, Twitter
 - In GIF format to move image

- Note: Did not mention Book Festival as that will be a separate social campaign.

Bibliophile Social Media Examples

Each piece represents a part of the PR plan to introduce new and exciting writing and digital techniques on social. This is the first phase of the campaign relating to a love books and being a bibliophile. Additionally, included is the introduction to the new Librarian. Most pieces will be cross-channel promoted, and the most fitting channel of each message has been included below.

Facebook

The Library of Congress
Aug 5 at 4:00pm · 🌐

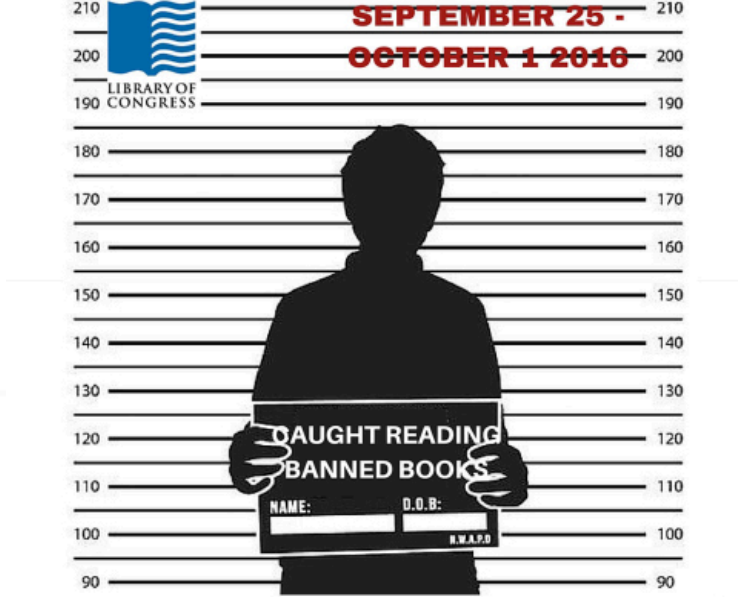
Take a look behind the scenes and meet our newest addition. Dr. Carla D. Hayden is the first woman and African American to serve as Librarian for Library of Congress. <https://www.youtube.com/watch?v=RnlZjccjNqE#action=share>



Like Comment Share

The Library of Congress
Sep 16 at 4:00pm · 🌐

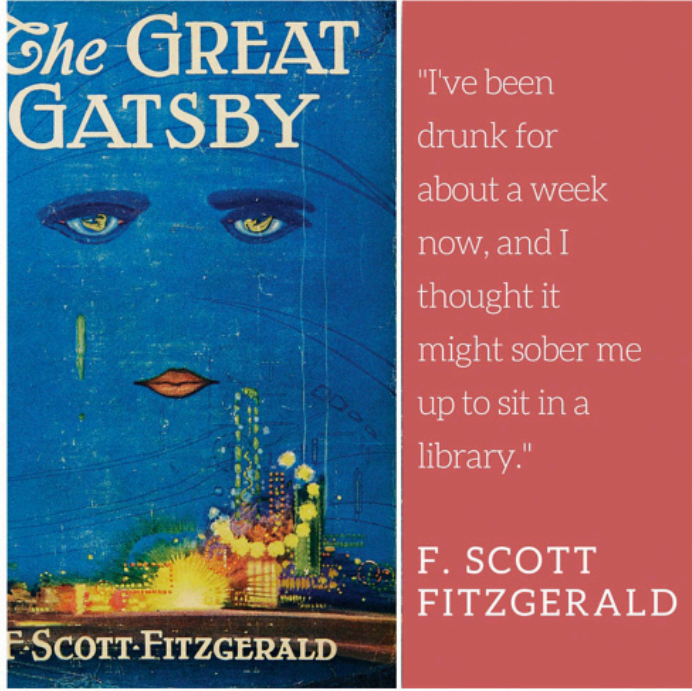
FREEDOM TO READ! Next week kicks off Banned Book Week and we want to encourage everyone to stop by the library to take your "mug shot" reading your favorite #bannedbook! Come show your support of freely reading starting on Monday.



Like Comment Share

Twitter

Library of Congress @librarycongress
Happy Birthday F. Scott Fitzgerald, fellow library supporter and bibliophile.



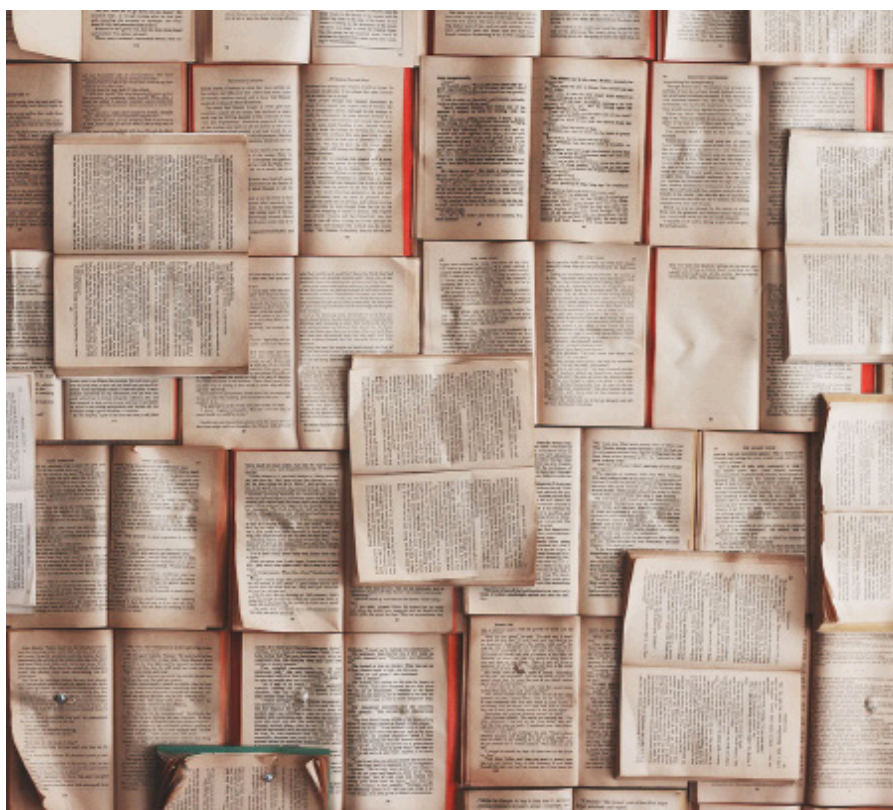
27 17

Library of Congress @librarycongress
Janites unite! Read all our classic titles on loc.gov/classics Psst.-Teachers! see how you can work it into your planning! #MotivationMonday



27 17

Instagram



librarycongress Following

0 likes

libraryofcongress FAMILY PHOTO!
#libraryofcongress #books #bibliophile #washingtondc



SUPPORT LOCAL COMMUNITIES AND LIBRARIES

Every purchase this week goes to help funding libraries and giving books to children in need.



librarycongress Following

libraryofcongress Looks like the start of a beautiful friendship. LOC has teamed up with Out of Print Clothing to give back to the community. Don't miss out on this important mission. link in bio or visit loc.gov/shop


Pinterest

Save Like Send



Save from Library of Congress Visit

Save Like Send



Save from Library of Congress Visit

Did you know? The Library of Congress is the world's largest library and there are many hidden gems and history in our Great Hall. Can you find Shakespeare?

The Library of Congress is taking on new and exciting challenges, and this requires a strategic goal and effective planning. The following implantation plan is focused and evidence based. Once implementation has been launched, there will be a monthly check-in showing analytics to decipher what is and isn't working, and then make calculated decisions. We will cover any questions and suggestions that could be vital to the campaign. The following is the implantation plan broken down by tactics.

Tactic I: Social

Bringing the Library of Congress into social media gives invaluable opportunity for reach and high return on investment. The purpose is to propel the LOC into the digital age, which had been previously lacking due to bandwidth and knowledge.

The channels will include Facebook, Twitter, Pinterest, Tumblr, Instagram, Snapchat, and Flickr. The content will be focused around specific examples relating to books, events, holidays, exhibits, and be sure to join relevant conversation and hashtags. It will specifically target younger audiences but also focus on channeling older adults as well. They will be executed by our firm with help from Library staff. The goal is to be the go-to resource.

These social conversations will consist of engaging materials combined with the latest technology such as video, gifs, snapchat stories, Boomerang images, and include trending topics (such as the app "Pokemon Go" in the Library).

It's time frame will launch immediately and continue through the campaign on general topics. However, the first launched targeted campaign, specifically around making the public aware of associating the Library and books with being a bibliophile, will also begin upon the first day launch and extend for 3 months. It will be measured by insights and analytics from social channels and advanced forums such as sprout social. A report will be given each month measuring analytics. Cost for sprout social is \$1200.

Tactic II: Email campaign

The goal and purpose of email newsletters, promotions, and information will be to make audience awareness be more informed and particularly targeted to relevant information.

The platform the Library will use would be Mail Chimp. They are a powerful, user friendly, and flexible platform that allows for engaging interactives (such as gifs and video) and proven email layouts. Mail Chimp offers a government discount. The Emails will be on a schedule relevant to what's going on at the Library. The emails will be segmented into specific groups and audiences for maximum exposure. I.E., teaching resources will go to .edu and certain .gov email addresses, those who have expressed interest in music will get information about concert events, and parents will receive information on child friendly events.

These too will be ongoing throughout the Library's new campaign trail but, the first newsletter will happen in October after the National Book festival. Then the rest

will consist and align with an event, exhibit, book, and other library happenings to gain more followership for share-ability. Mail Chimp offers thoughtful measurements broken down by opens, demographics, clicks, responsiveness, bounces, and more. With every email sent, analytics will be reviewed and an action plan created based on results. These will be shared via meeting. Cost is \$620 annually.

Tactic III: Press Materials and News Outlets

These materials will be included in newspapers, magazines, and blogs (especially internal and other library blogs). We will publish relevant stories using Cision, HelpAReporter, and also syndicate the content. It will also be made readily available on all accessed sites, outside the Library with other government agencies such The White House and U.S. Department of Education. Ready-made materials will focus on newsletters, FAQ's, press releases, quotes, photographs, videos, replicated item from exhibit, etc. Supply materials to create word of mouth.

These stories will include new exhibit openings, new interesting materials, events, and honors. These types of announcements will be set up as “teasers” and positioned in a “storytelling” notion. The most ubiquitous newsworthy piece will be the official swearing in of the new head Librarian. The deadline will consist of a template piece written in advance and revised once officially notified of status. Another piece to be published will be the aftermath of the National Book Festival, given the announcement has already been set.

Our intended news outlets will be *The Washington Post, New York Times, New Yorker, Washington Journal, Wall Street Journal, USA Today, BBC, Time Magazine, Huffington Post, Forbes, The Atlantic, American Library Association*. We will measure the story's "pick up" rate, response rate, and sales/clicks of journal. The Library of Congress will also hold a press conference and Q&A for the new Librarian, that also allows photo ops. All this information will be launched in newsletters, on social, and on YouTube. Cost for Cision is \$6,000.

Tactic IV: Community Involvement

The Library will promote pro bono opportunities within local and national libraries. These will include reaching out to inner city library programs and donating resources, or volunteering time using the LOC's resources. I.E., donating scholarly collections the Civil Rights Movement exhibit and helping local libraries use them for educational needs to the DC Public Library.

It would be announced and placed via social media. It would launch with statistics, graphs, testimonials as to why DCPL needs more resources and to partner with the LOC.

Someone with a high position would have to be included in the outreach portion for photo ops and social media. This would be done in the three phases (donation, local library, and teach resource) to align with the end of school. Measurements would be evaluated by social insights.

Tactic V: Celebrity appearances

Get celebrities (local and internationally) involved that have previously been, or currently are a part of the library. I.E. Seth MacFarlane has a science collection at the library centered around Carl Sagen, well known authors from the book festival, Ta Nehisis Coates wrote a piece for the LOC, Angelina Jolie donated a significant amount to the Library. We will get them to talk about their love of books and how books have impacted their lives, and their personal connection to the LOC. These will be featured as a sneak peek on social media, revealed, and then a partnership with a reputable media outlet will cover the occasion. This will include all audiences and measures through outlet success (social and traditional media). Timeframe will consist to aim of one celebrity spot every quarter. The Library of Congress cannot pay for celebrity spots that are no affiliated with the Library, so this is at no cost and purely voluntarily. However, token compensation can be give such as naming a desk in the Library or giving a gift basket under \$1000.

This plan is intended to think 3 steps ahead to be flexible and able to adjust quickly. The totally cost of this budget is \$8,000.

Great measure will be taken in ensuring the success on the libraries ideals. To effectively position the Library of Congress, we have developed an open, agile, and flexible strategic plan focused on unveiling the Library's best attributes. Each campaign will have written goals and objectives before the start of its launch.

SOCIAL

The social media campaigns will be measured mostly through analytics and benchmarking against previous posts and other similar cultural institutions. We will take a look at monitoring each channel used and utilize a comparison approach. Additionally, we will take on the listening element for what commenters are saying.

With the purchase of Sprout Social we can utilize a great many of tools and accomplish insightful analytics to help us improve further content and utilize best practices.

Group Reporting will be a valuable tool which includes number of messages sent, received, new followers, demographics of users, impressions, and interactions. These are all shown in a visual display to show increases and a comparative analysis of previous data results.

Will will monitor what the audience is saying and take "conversations" into evaluation with an algorithm that identifies words and adjectives. We will also do a comparison report to the previous year, month, or even day. We can evaluate how these posts are doing compared to "competitors" like the Smithsonian, New York Public Library, DC Library, The Louvre, and others.

For evaluation of things outside the Library that are trending, we can join the conversation and measure how successful the content was compared to what other users have done so. For instance, during Banned Book Week, we would take a comprehensive look at the hashtag and compare our success to others.

The profile Facebook report will include:

- Impressions
- Engagements
- Clicks
- Geographic location
- Demographics of age and gender
- Audience breakdown
 - The report will include this information for each post as well

Facebook in the museum and library field isn't as successful as Twitter. For instance, the Smithsonian is shy of 500k followers. At the current rate of the LOC we would need to see an additional 100,000 for it be successful in measurement, which is about 425K followers.

Twitter Profiles

- Twitter Comparison
- Twitter Listening
- Follower interest
- Region breakdown
- Who followers follow
- Types of engagement
- Tweet length and engagement rate
- Tweet follower reach percentage
- Retweets, replies, comments
- Overview of time of day

Twitter will have needs to see a 20% increase and reach a million followers for its campaigning to be mildly successful. For twitter to reach its true potential of where its benchmarked around competitors, they need to have a 1.25K following.

Instagram Profiles

Since Instagram is in its juvenile analytic phase, there will be much opportunity to understand this platform further. For now, we can measure success with:

- Demographic
 - Location, gender, age
 - This will allow us to see the expansion in the demographic portion
- Followership (and comparison with competitors)
- Individual post analytics
- Top posts
- Hashtags
- Followers who don't follow back

For Instagram to be a success we expect to see 200,000 followers by the end of the year. This number measures between the Smithsonian Institute and the New York Public Library.

Each piece of this element will contribute to the overall success of the campaign by being able to look at the data and evaluate by comparison and expectations in industry standards. This will ensure visibility of the message.

EMAIL

We will take email campaigning to a new level with personalization and effective communications. Campaigns will contain effective emails to increase maximum

opportunity. Deliverability of opening emails can be affected by everything from content, list quality, engagement elements, and sending reputation for better quality. Furthermore, emails are more often opened on mobile devices than any other platform and pushing for a more effective way to keep audience informed.

Email campaign success will be measured through:

- Average Stats by Industry
- Average Stats by Company Size
- Increase in open rates
- Increase in click through rates
- Decrease in bounce rates
- Forwarding rates
- Segmented open rates
- Activity of results

Additionally, some email campaigns will contain pieces such as surveys from survey monkey, or event invites from Eventbrite. Using these tools will give us a grasp of audience performance and measurable success while tracking who the message is reaching. The success will be compared to previous experience, expectation, and benchmarking. We can also see the conversations happening around emails with the reply button.

For less adventurous campaigns, A/B testing would be useful in situation that allow for flexibility in messaging. This will allow email campaigns to narrow down segmented groups and interest.

Email success open rate will be held upon an industry average of 24%, according to Mail Chips standards. Anything around or above that will be a success. Additionally,

click through rates average 18%. Within these ballpark ranges will attribute good measurement for success.

WEBSITE

For website ventures we will take a look at how blogs, Q&A's, event information, and the Library shop will increase web traffic. We will accomplish this through:

- Google analytics will tell us:
 - Click through rates, visits, engagement, competitors, time spent on site, cross channel analysis
 - Habits of user and where they go after each page
- Mobile app analytics
 - Mobile app analytics will show open rate through mobile and the habits of the user similar to google analytics.
- Unique customer insights
 - Where they came from, demographics, SEO words
 - Campaign analysis
 - Profiling to optimize use of language, contextual marketing, and listening to user comments
 - Evaluating how the visual display and layout interacts for best audience engagement and practice
- For the Library shop we will look at:
 - Shop site visits
 - Revenue
 - Social engagement
 - ROI on cost of production and sales

Each of these pieces will hold a valuable part in evaluating the success of the content we publish on the website and how we can improve website analytics for more share-ability within each page link.

PRESS SUCCESS

Any and all press success will be measured thoroughly and have a written goal and objective. Each press material will focus on whether we reached the intended audience. We will look at the “output” in measuring the:

- total number of stories
- articles released
- placements in the media
- total number of "impressions"
 - the number of people whom may have been exposed to the story

We will send email press releases directly through our media tool to the targeted media list created in the CISION platform. For the pieces that were published we will focus on media content analysis, digital analysis, and event measurement. This will allow us to measure who their audience is, evaluate who saw the piece, and quality/quantity. We will utilize the advanced search & filtering functionality to create targeted media lists so we are pitching to people who are most likely to pick up the story. Using the Influencer Search helps us discover top influencers engaged in niche conversations using real-time listening and engagement tools. Evaluating these tools will help us thoroughly measure the success of each piece and guaranteeing the targeted audience is being reached.

Additionally, we will easily see the effect on business using a form of ROI. When we do things such as events, readings, and even sales, we could see an increase in visitor-ship and an increase in revenue sales from the Library shop. The success of these outreach materials will reflect in physical form at the library through these increased numbers.

Typically, if a piece has longevity of more than a week it is considered to be successful. This should also be reflected in other metrics such as social, the website, and other digital subscriptions that have improved upon following each piece. More than two outlets picking up the same story is also a clear indication of a successful news piece.



**IMPLEMENTATION PLAN
GANTT CHART**

TASK	2016				2017								
	September	October	November	December	January	February	March	April	May	June	July	Aug	
SOCIAL (ONGOING)	FACEBOOK												
	TWITTER												
	PINTEREST												
	INSTAGRAM												
	TUMBLR												
SOCIAL CAMPAIGN	Flicker												
	SNAPCHAT												
	BLOG												
	CAMPAIGN I: BIBLIOPHILE												
	CAMPAIGN II: AMERICA READS												
EMAIL	NEWSLETTER												
	BOOK												
	EVENT												
PRESS MATERIALS	LIBRARIAN ANNOUNCEMENT												
	EXHIBIT												
	FLIERS												
	BROCHURES												
	PRESS RELEASE												
COMMUNITY INVOLVEMENT	QUOTES												
	FAQ'S												
	APPLICATION												
CELEBRITY SPOT	DONATE SCHOLOR MATERIALS												
	LOCAL LIBRARY RESOURCES												
TEACHER													