



# Public library promotion in a changing society

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# The People's Network



- 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?

# MLA report



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

# Public libraries promotion



## Shropshire public libraries

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

# Public libraries promotion



## 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