

Redondo Beach Public Library – Marketing

The Redondo Beach Public Library utilizes a variety of media and methods to promote Library programs, services, and collections. Each marketing method requires staff time to create, produce, and distribute. One avenue the Library is exploring is program surveys to gauge how patrons hear about events so that staff can better direct their efforts.

Website

The newly launched Library website provides links to the Library news, Library catalog of materials, calendar of events, newsletter and newsletter signup, databases, and social media pages. The website also provides information on Library hours and locations, obtaining a Library card, meeting room rentals, Interlibrary loan, and local history archives. The webpage also hosts a book carousel of new additions to the collection (Adult, Teen, and Youth). Citywide, the Library homepage is typically ranked in the top three to five of the most frequently trafficked sites. Within the Library webpages, the three most trafficked pages are the Catalog, My Account, and the Online Calendar of Events.

The Library webpage is featured on all Library publications including business cards, program flyers, calendars, and brochures.

Online Calendar

The Library's online calendar is part of the Library's website and one of the most frequented webpages. Each event is entered into the online calendar by staff with pertinent information including date, time, location, age level, and program flyer. The new online calendar allows staff to color code events and the Library has chosen to color code events based on age group. Adults programs are in turquoise, children programs are in purple, and teen programs are in orange. This helps patrons and staff easily identify programs by age group.

Digital Signage

The City of Redondo Beach maintains a digital signage system with slides that promote city services and events. The Library has several slides in this system that promote Library services such as Kanopy, Hoopla, and Libby. Some of the slides make use of QR Codes to direct patrons to the Library website or service.

Social Media

Redondo Beach Public Library manages two primary social media platforms, Facebook (RedondoBeachPubLib) and Instagram (rbplyouthservices). The Library's Facebook page is used to promote all Library programs while the Instagram account is used to promote primarily youth related programs. The Library's Facebook page currently has 1,600 followers and 1,300 likes. The Library's Instagram page has 118 followers. In addition to the promotion of Library programs, Library staff curates a "Throwback Thursday" features which highlights interesting local history and promotes the Library's historic digital archives. The Library's social media accounts are promoted in a variety of ways including Library signage, the Library's website, and flyers. The Library's social media accounts must comply with the City of Redondo Beach Social Media Policy. All social media accounts created by City Departments are subject to approval by the City Manager or designee.

Redondo Beach Public Library will occasionally request that Library events be promoted on the City of Redondo Beach's Facebook page (220 followers).

Program Flyers, Posters, and Printed Calendars

While the Library endeavors to use as little printed paper as possible, many patrons prefer the ability to pick up a printed program flyer or calendar of events. These flyers are posted at each Library in a timely manner, at individual Library events and in Library display cases, Library meeting rooms, and bulletin boards. Library staff also create posters for display at Library entrances.

Newsletter (email marketing)

The Library generates a monthly calendar of events, referred to as the Library Newsletter, which lists programs for adults, children, and youth. This newsletter is attached to each Library Commission meeting agenda. The calendar is posted at each Library in a timely manner, at individual Library events and in Library display cases, Library meeting rooms, and bulletin boards. The newsletter is sent each month to patrons who sign up for the Library's newsletter on the Library's website. This service is optional, meaning that patrons must opt-in to receive the newsletter and do not automatically receive the newsletter if they have a Library Card and email address on file. Patrons always have the option of opting out of this service.

Press Releases

Whenever possible, the Library generates and send press releases regarding programs or services to local newspapers including the Beach Reporter, Easy Reader, Daily Breeze and Peninsula News. The inclusion of these items in the newspapers are at the discretion of newspaper staff.

Community Services Newsletter

The City of Redondo Beach Community Services produces a seasonal digital newsletter (Winter, Spring, Summer, Fall) and provides the Library with one page to promote Library services and events. The newsletter is coordinated by Community Services staff and is primarily focused on recreation classes and activities. The newsletter requires advance time for promotion. For example, Spring Newsletter content is due in January.

Outreach

The Redondo Beach Public Library performs outreach at local events based on staffing, operational needs, and availability of space. For example, staff performed outreach at the Redondo Beach Transit Center Opening, Redondo Beach Unified School District Open House, and the Redondo Beach Police Department Safety Open House. At these events, staff will promote the Library's programs, services, and collections. Staffing these events can be a challenge as they often occur after Library operational hours or on weekends.

Once a year, the Library hosts a Summer Reading Kick-Off event outside the main Library to promote the Library's annual Summer Reading Program. Library staff provides games and crafts for young people and families. The Library invites other departments to participate such as the Fire Department, the Police Department, and Community Services.

Promotional Materials

The Redondo Beach Public Library does not currently have physical promotion materials such as branded pens, magnets, or bookmarks. The Friends of Redondo Beach Public Library sell individual tote bags to the public for \$2.00 each or free with a single purchase of \$5.00 or more. The totes are branded with the Friends of the Library name and logo. Some Libraries have found promotional materials successful in drawing individuals to Library booths at outreach events.