

## Recycled Reads Marketing Snapshot 2019

### Brand Awareness:



Central Texas' NPR affiliate brings in 250,000+ listeners each week; listeners are consistent supporters of the library, arts, & sustainability

2.5 weeks of KUT underwriting in late September through mid-October:

“Support comes from Austin Public Library’s Recycled Reads Bookstore, diverting over 3,000 tons of material from the landfill since 2009. More info at [library.austintexas.gov](http://library.austintexas.gov).”

“Support comes from Recycled Reads, Austin Public Library’s used bookstore, celebrating 10 years in the community. Recycled Reads offers sustainability classes, events and other programs throughout the year. Full listing at: [library.austintexas.gov](http://library.austintexas.gov)”

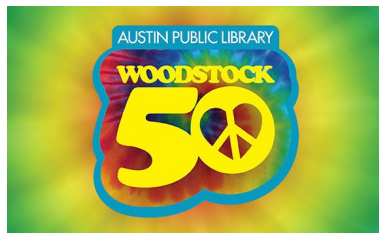
“Support comes from Austin Public Library’s Recycled Reads Bookstore. Inviting all to their 10th anniversary celebration! Live music, sustainability topics, crafts and more. Thursday, October 10th 5 til 8 PM at Recycled Reads. More at [library.austintexas.gov](http://library.austintexas.gov).”

### 10<sup>th</sup> Anniversary Celebration: October 2019



The 10<sup>th</sup> anniversary celebration was featured on the Library’s homepage, all social media channels, and on KUT radio throughout September/October.

### Woodstock 50<sup>th</sup> anniversary celebration



In August, the entire library system celebrated the 50<sup>th</sup> anniversary of Woodstock with a series of events and programming. Mindy Reed served as spokesperson on both FOX 7 and as live co-host on KOOP Radio during the Electric Lady Bird Tribute concert. Recycled Reads hosted a Woodstock event on Sunday, the final day of APL’s Woodstock 3-day tribute.



## Recycled Reads Website Traffic:



32% increase in page views over past 3 years

2017: 19,706 page views

2018: 23, 933 page views

2019: 26,052 page views

## **Social Media Page Followers:**

Facebook: 4,179

Twitter: 1,623

Instagram: 1,077

## **2020 Marketing Objectives:**

- Align Recycled Reads marketing with primary APL marketing plan in order to cross promote events, programs and resources across channels.  
This started in 2019 with thematic programming across all locations, mentions of Recycled Reads in main APL newsletter, etc. The goal is to build Recycled Reads awareness first within Library cardholders, social media followers and newsletter subscribers, then to a broader community.
- Update Recycled Reads website landing page.
- Weave broader sustainability messaging throughout Recycled Reads' messaging. i.e., general trends, City of Austin statistics, etc.
- Highlight Recycled Reads' volunteer stories.
- Strengthen social media presence by centralizing & scheduling content by new Social Media Strategist. Goals are to adhere to City's social media policy, APL's social media policy, and Terms of Service set by Facebook, Instagram and Twitter.
- Any paid advertising & paid social media to align with overall marketing plan & budget