

AUSTIN
PUBLIC
LIBRARY

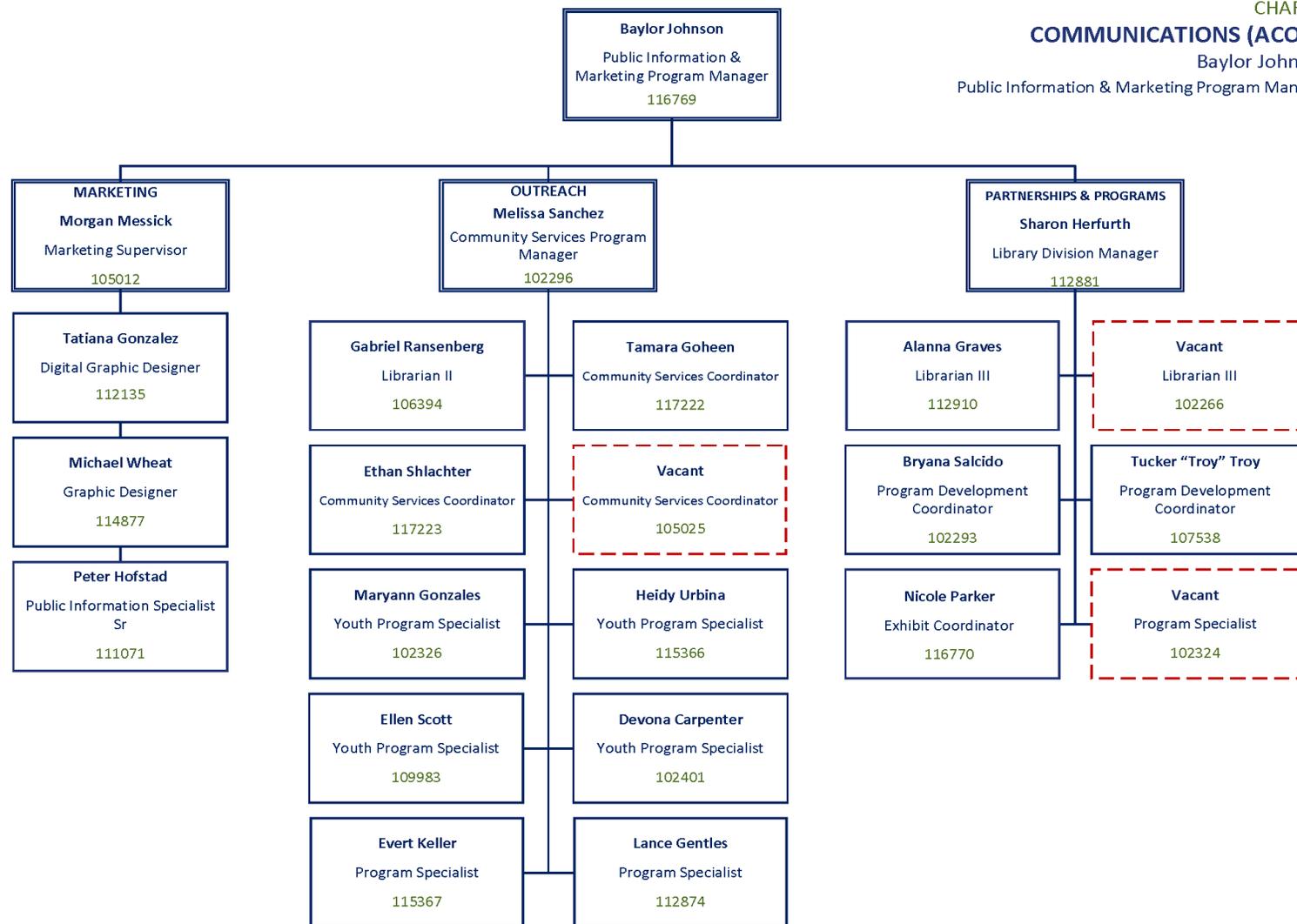
Marketing Team Overview

Baylor Johnson
Public Information & Marketing Program Manager
December 19, 2022

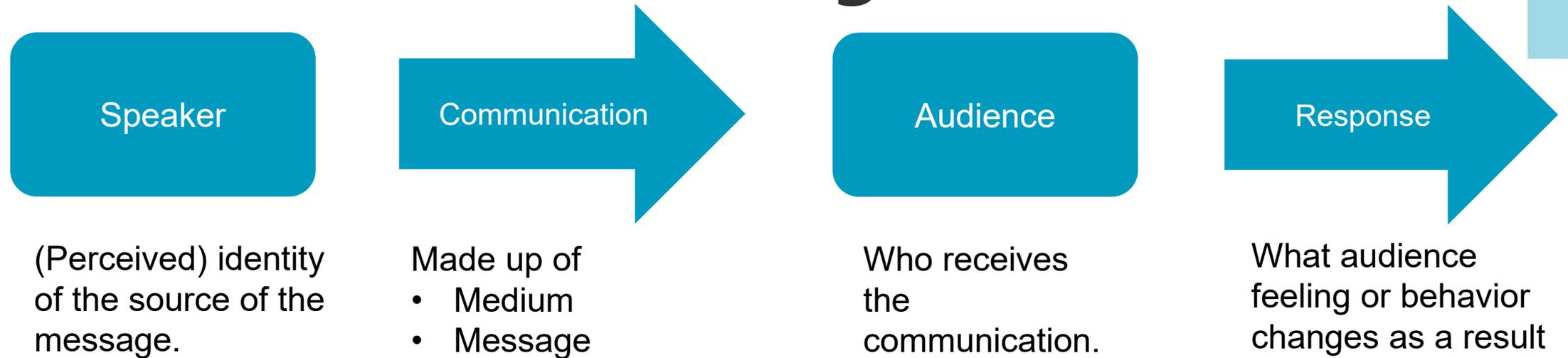
The Communications Division (ACOM)

Three Teams:

- Marketing
- Outreach
- Programs and Partnerships



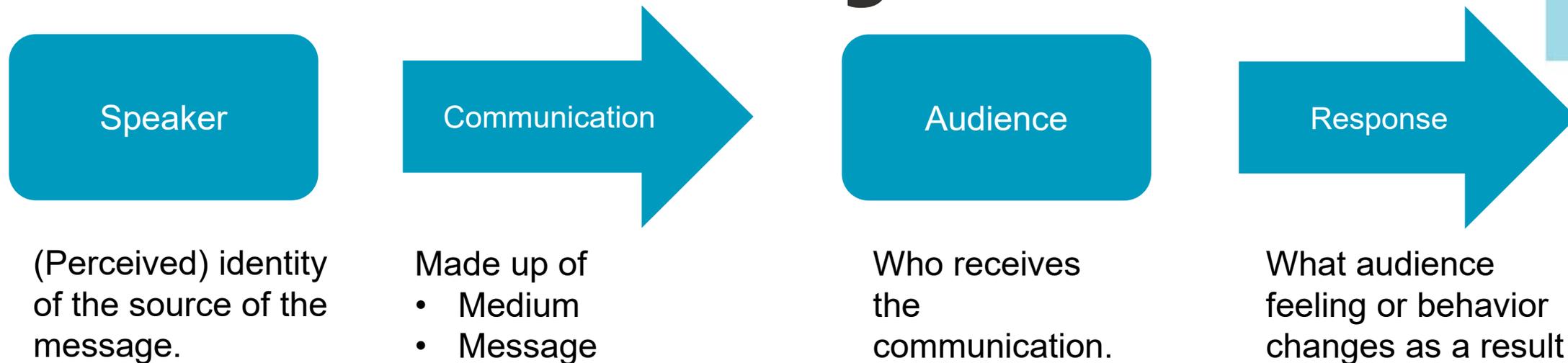
Communications Diagram, Part 1



Over time, this flow builds the **relationship** between Speaker and Audience.

For products and institutions, that relationship is the **Brand Relationship** – how a person thinks and feels about the product or institution.

Communications Diagram, Part 2



The order a brand makes these decisions in matters:

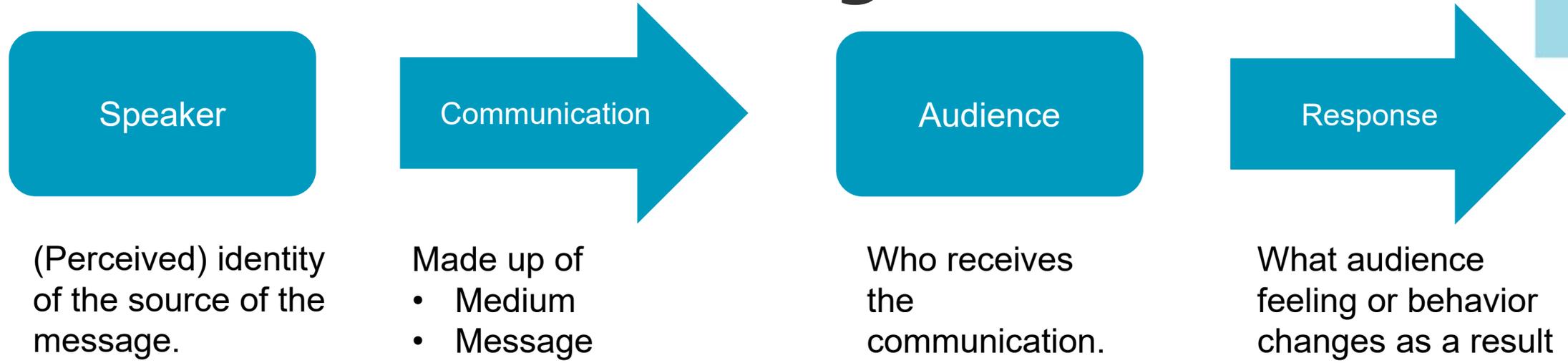
If we start making decisions here...



...we are already locked in downstream.



Communications Diagram, Part 3



Strategic Communications means starting with the Response and building “upstream.”

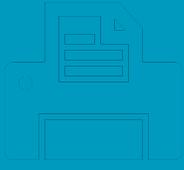
START HERE!

3. HOW do we reach (Medium) and motivate (Message) the Target Audience?

2. WHO do we want to change their behavior? (Target Audience).

1. WHAT is the desired outcome? (Goal)

Current APL Marketing Team

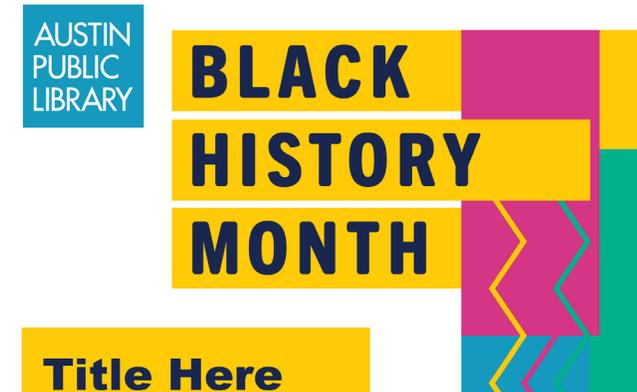


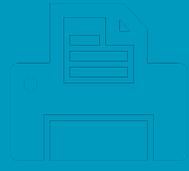
- **(Vacant)** – Marketing Supervisor
Focus on APL marketing strategy, oversee marketing operations (team/projects/tools/processes/reporting), website admin, purchasing support, manage advertisements, translation support, special projects
- **Tatiana Gonzalez** – Digital Graphic Designer
Focus on website UX/design, org-wide branding/materials, gallery design lead, managing volunteers, admin support, special projects
- **Michael Wheat** – Graphic Designer
Focus on designing "Signature and Multi-Site Program" collateral, org-wide branding/materials, gallery design support, admin support, special projects
- **Peter Hofstad** – Public Info. Specialist, Sr.
Digital content management (Social Media, Website Content, APLTV), copywriter, team data/reporting, admin support, special projects

Design

Creating branded materials, signage, templates, etc.

- **Brand guide**
(92 pages, developed in 2015)
- **All printed materials, informational signs, and APL swag.**
- **Templates and resources for staff use.**
- **Goal is to create unified, professional, friendly, accessible, “One APL” brand experience**



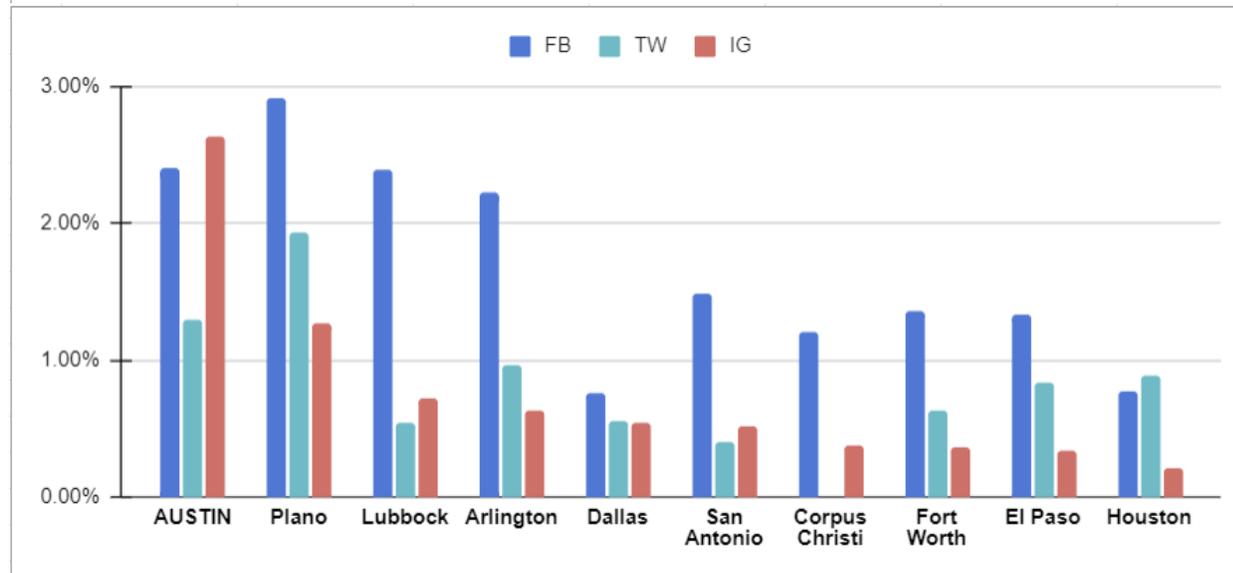
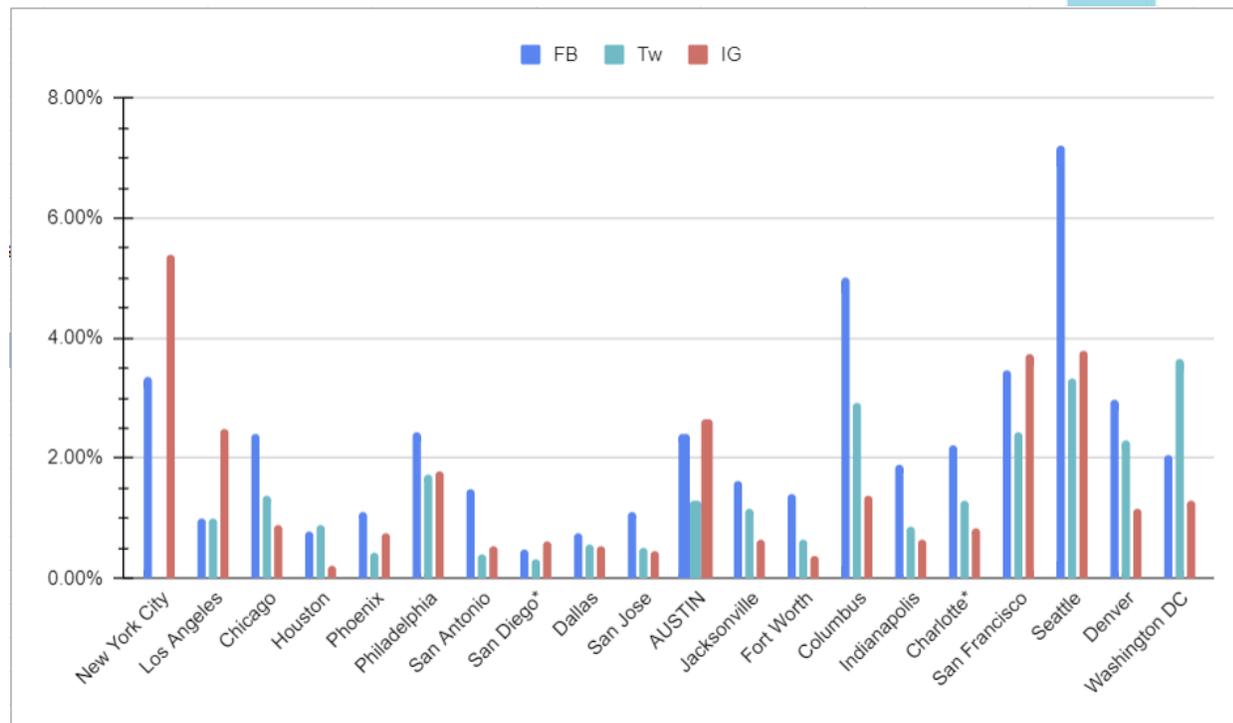


A note about branding and design...

- City of Austin currently undergoing new overall branding process
- Will impact all CoA departments
- Baylor Johnson is APL's "branding ambassador" for the project
- The APL visual brand should serve the mission and goals of APL (result of strategic planning process)
- "Branding Executive Visioning Session" took place earlier this year
- Will likely roll out by end of 2023.

APL Social Media

- APL Active on major social media platforms
 - Facebook - 26,406 Followers
 - Twitter – 12,700
 - Instagram – 28,300
- Comparable to, or higher, level of followers compared with peer libraries as % of population of city.
- BUT! followers \neq engagement (and that's what really matters)



2022 Staff Social Media Survey

Anonymous February 2022 survey, results shared with staff. **94** staff members weighed in.

Staff indicated that information shared on APL social media is....

- SOMETIMES timely
- USUALLY accurate
- USUALLY relevant, but DOES NOT always reflect our priorities and mission.
- DOES NOT reflect what is happening systemwide.
- DOES NOT encourage engagement with APL resources and locations
- NOT equitably provided to all members of the Austin community

In terms of staff experience with social, staff indicated that they feel they...

- DO NOT understand our goals and strategy with social media
- DO NOT understand how to suggest content for social media
- DO NOT feel like they can recommend our social media channels to customers

Social Media Improvements

So far in 2022, we've...

- Added Public Information Strategist Sr. position
- Created clear instructions and internal form for pitching social media ideas
- “Signature Programs” calendar for planning programming and prioritizing content
- Biweekly meeting with Programming Team and Public Services managers (incl. Marketing Supervisor)

Coming 2023...

- #BranchoftheMonth “takeovers” with staff interviews on social media
- APL Social Media Strategy Document (will be shared with all staff)
- Regular content analysis to ensure SM diet is equitably representing whole system

Additional Support for Branch Marketing

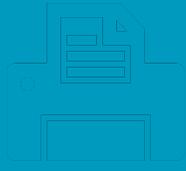
- **“Marketing-in-a-Box”**

- Set of templates, tools, resources for DIY marketing and program promotion that branches can do on their own.
- Developed in conjunction with branches and AOPP to empower branches to promote their own activities in approved ways

- **Peter Hofstad Site Visits**

- Public Info. Specialist Sr., working to try to visit all branches, meet with staff, and document a program
- So far: St. John, Southeast, Spicewood Springs, Milwood, Twin Oaks, Cepeda

- **“Marketing Resource Library” on APL Marketing Sharepoint Page**

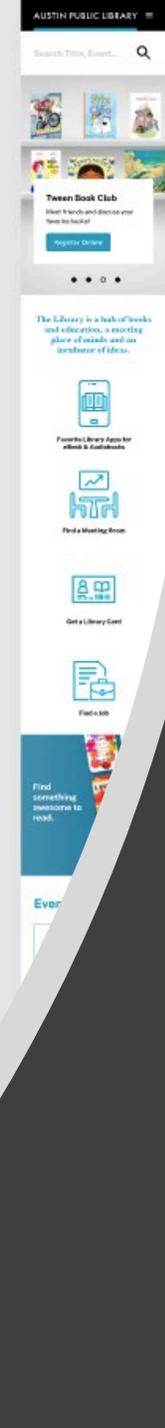
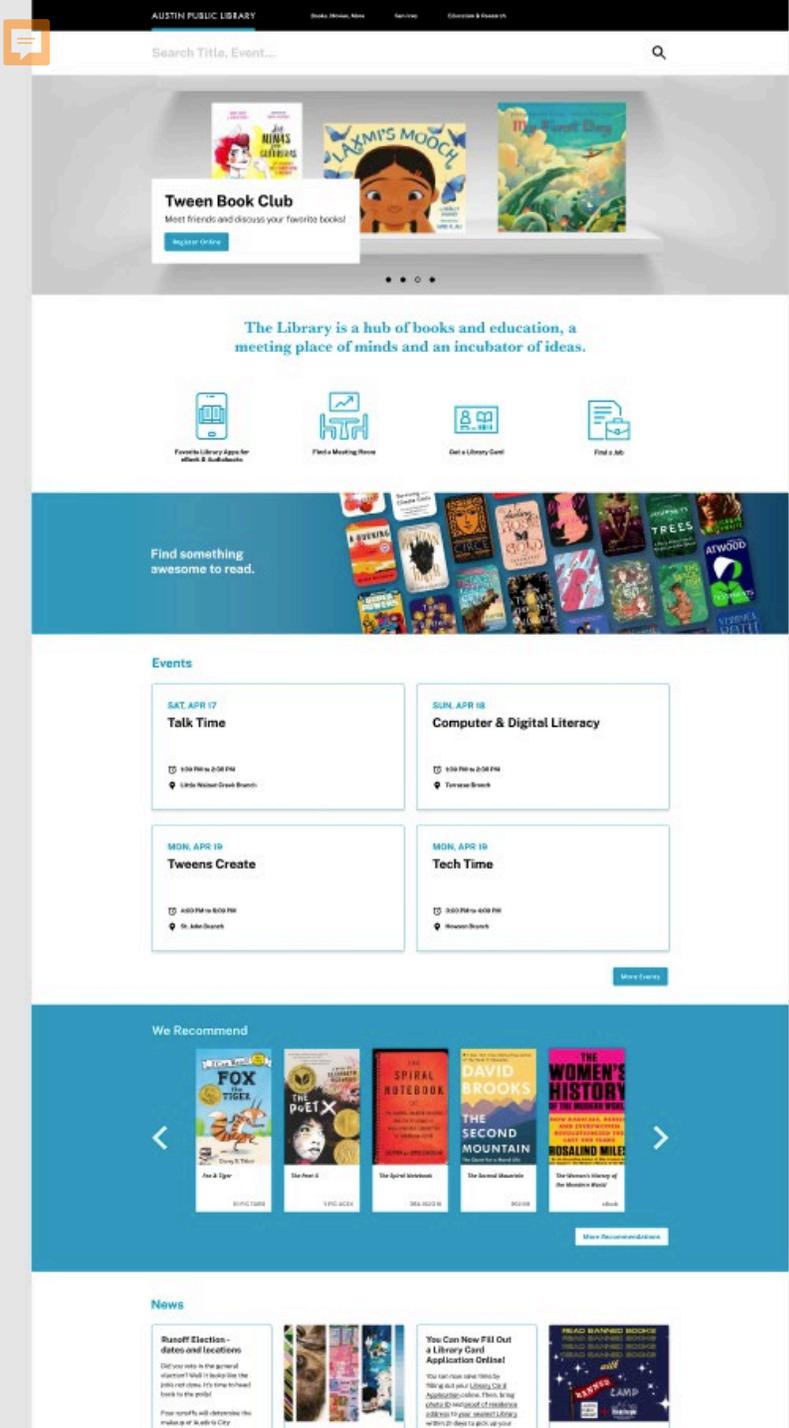


Our website content has a goal to:

- **Inform** the community about business operations (hours, printing, shared learning rooms, and other services offered)
- **Provide access** to customer accounts
- **Promote** our collection, library services, programs (events), and opportunities in the community led by library staff, unique to APL
- **Connect** the community to virtual services provided by APL (available on demand)
- **Share** stories of impact, stories about our work, news, and important announcements
- **Amplify** relevant information from City of Austin departments
- **Be accessible/compliant** for as many community members as possible

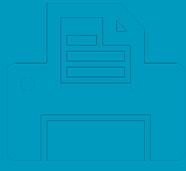
2022-23 APL Website projects

1. Weeding-the-website [**started - ongoing**]
2. Homepage redesign (UX, design) [**started - ongoing**]
3. Update 403 and 404 error pages for optimized UX
4. Events Page/s and system revamp
5. Updated Content Management Dashboards by user-type (admin, contributor, etc.)
6. NEW content management quarterly review process with Content Contributors
7. Virtual Library Content revamp (ACC UX partnership) [**starts January 18**]
8. Webforms overhaul (brand, style, voice considerations)
9. Style guide + brand book revamp [**started - ongoing**]
10. Build out a component library for our content [**started - ongoing**]



Homepage Updates

[Link to high fidelity mockup](#)



More coming in 2023...

- **Monthly content meetings open to other divisions**
- **Relaunch of our monthly customer newsletter**
- **Increased content in multiple languages (per City of Austin Language Access Plan).**
- **Improved email marketing, including branch-specific email newsletters**

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