FY24 Communications & Marketing Plan

Jenette Sturges, Communications & Marketing Manager
# Communications & Marketing Office Duties

## Communications

<table>
<thead>
<tr>
<th>Duties</th>
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<tbody>
<tr>
<td><strong>Media relations</strong> (pitching, press releases, coordinating interviews, building relationships with outlets, monitoring)</td>
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<td>Crisis communications</td>
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<td>Issues management/communications (budget, DEI, etc)</td>
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<td>Board support and intergovernmental cooperation</td>
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<td>Website updates and content management</td>
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<td>Communications SOPs, policy, and staff training</td>
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<td>Translation coordination</td>
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<td>Direct organizational communications (closures, etc.)</td>
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<td>Internal communications (The Friday Email)</td>
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## Marketing

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<thead>
<tr>
<th>Duties</th>
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<tr>
<td><strong>Branding</strong></td>
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<td><strong>Program and service marketing</strong></td>
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<td>Data-driven and integrated marketing (esp. email/direct mail marketing)</td>
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<td>Equity and inclusion marketing</td>
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<td>Social media monitoring and strategy</td>
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<td>Photography/videography coordination</td>
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<tr>
<td>Print design (Annual report, summer guide, other brochures, bookmarks, etc.)</td>
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<td>Swag design</td>
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<tr>
<td>Other duties as assigned (150th anniversary, Patron Point implementation, etc.)</td>
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Our Channels

Website
- Comunico Listings
- Homepage slider
- Homepage emergency banner
- Homepage news blog

Social Media Channels
- Facebook
- Instagram
- YouTube

Paid Social
- Meta (Facebook/IG)
- YouTube
- Google search

Print
- Program flyers
- Annual Report
- Summer Engagement Calendar
- Rack cards/brochures
- Posters
- Bookmarks
- Mailers

Online
- Google Business Profile
- Yelp Profile
- EPL App (Website mirror)

Media
- Press releases
- Guest columns (Roundtable)
- Paid print/digital display advertising
- Radio PSAs (WBEZ)

Email (Patron Point)
- This Week at EPL
- This Month at Robert Crown
- EPL KIDS
- EPL Teens
- Esta mes a EPL (Spanish-language monthly)
- Development
- Patron Point automations
  - New cardholder
  - Birthday

Partner Channels
- Newsletters (City e-news)
- D65 Virtual Backpack
- Social Media Shares

In-Person Active
- Interactions with public service desk and engagement staff
- Pre-program announcements
- Board meetings

In-Person Passive
- Posters
- Digital monitors

Internal Communications
- Staff home page
- The Friday Email
- All-staff emails
- First Thursday Meetings
- Staff Days
- Surveys
Roles

- **Marketing & Communications Manager**: Responsible for all of the above.
- **Marketing Assistant**: Produces newsletter and social media content, plus writing assignments for epl.org and trade publications. (Up to 10 hours/week)
Strategic Focuses

- Program Marketing
- Strategic Plan Support
- Organizational Branding & Marketing
- Equity & Inclusion
- Social Media Strategy
- Website Redevelopment
- Telling the Library’s story
Program Marketing

- New levels for delineating responsibilities and setting expectations for programming staff
- New resources for programming staff and managers
- Enforcement of six week lead time
Social Media

- Goals and activities driven by our DEIB plan
- Adding intern/work-study positions to assist with content generation, especially video.
Questions?