



WPLC Social Media Committee Meeting

Advocacy and Marketing Brainstorm Ideas

Summary of ideas

A Google Ad Grant and maybe a Facebook Ad (with a couple of quick preparation steps to the Facebook page) could be a good place to start, then building some outreach kits specifically for local businesses (once they reopen) and schools.

General marketing effort ideas and potential community communications partners ideas:

- Non-digital: local news / print media with messages about why they would want to add digital materials to their reading list
- Google Ad Grants for nonprofits up to \$10,000 / mo for ads
- Car dealers - promoting this since there are no cd players (flyer or something that could direct them to the library for more info / help getting started)
- Places where people might use it - gym, etc. - card + app
- Nursing homes and audio or large print ereaders
- Radio stations: PSA for local stations
- Statewide news outlets: an event is a good hook, using virtual library cards, etc. digital content from home during Safer at Home
- Facebook ad: would drive people to our Facebook page, maybe that's ok? We could change the banner / page to be clear that WPLC is your library's collection
- Partnering with schools: template for systems to reach out to school districts about digital cards w/ very clear call to action (one page handout to students, digital item for newsletter / classroom announcements)
- ADRC (Aging and Disability Resource Center), UW Extension, Workforce Development, School Districts, Parks and Rec, waiting rooms (laundry, etc.),