2017-2019 Muskego Public Library
Promotion and Communication Plan

Introduction

The Muskego Public Library's mission statement is *Ideas, Information, Community.* The Library's 2017-2019 Strategic Plan outlines three Strategic Directions deemed vital to fulfilling our mission: Facility, Services, and Communications and Outreach. A Promotion and Communication Plan is a vital component of the Library's Strategic Plan, as it serves to make our promotional efforts more efficient by:

1. Identifying our marketing objectives and audience
2. Outlining our current marketing strategies
3. Serving as a blueprint for future marketing and promotion endeavors

Audience

The city of Muskego is located in southeast Waukesha County. As of 2016, the estimated population of Muskego is 24,524. In 2016, the Library had 12,415 resident cardholders and 2,180 non-resident cardholders for a total of 14,595 cardholders. The Muskego Public Library is a member of the Bridges Library System which serves the 24 public libraries of Waukesha and Jefferson Counties.

In promoting library services, the Muskego Public Library will target both internal and external audiences. Concentration on a particular audience will vary depending upon the marketing initiative, the message, and the avenue of communication.

Internal Audience	External Audience
Muskego Public Library staff	Community members, both library users and non-users
Muskego Public Library Board trustees	Community organizations and groups
Bridges Library System	Local businesses
Other public libraries	Local non-profit organizations
	Schools
	Government officials
	Local media

Strategic Goals

Marketing and promotion are necessary for the success and longevity of the Muskego Public Library. Reaching out to the community ensures the continuing relevance of libraries in the age of information and informs the public of the value of libraries.

The primary goals of the Muskego Public Library's promotions and communications are:
- To increase brand recognition of the Muskego Public Library
- To promote the value and services of the Muskego Public Library to the community
- To advocate for and create positive associations regarding the public library as an institution
- To cultivate positive relationships with community members and organizations

Promotional Strategies

The promotional strategies outlined below encompass current strategies, as well as those the Library will explore further in the future. Additional avenues of communication and promotion may be pursued beyond those listed here, as applicable.

Format	Intended Audience	Strategies
Promotional materials	Internal and external	Distribute flyers, posters, bookmarks, and more to patrons, community organizations and businesses
Monthly event calendar	Internal and external	Publish monthly event calendar to promote Library and Friends of the Library sponsored events
Library website	Internal and external	Maintain a website containing relevant information about Library programs, services, as well as other information about the Library
Social media	Internal and external	Post content and engage with users on Facebook
Newsflash emails	External	Distribute Library information through a subscription email list
Community events	External	Participate in local community festivals
Presentations	External	Send out presentation "invitations" and give informational presentations to local organizations, etc.

Adopted by the Board of Trustees of the Muskego Public Library on April 18, 2017.

Media: news submissions	External	Submit press releases, and other upcoming news items to local print and digital newspapers, blogs, magazines, and other local media
City/School newsletter	External	Submit content for the semi-annual newsletter published by the City of Muskego and Muskego-Norway School District
Business and organization communications	External	Submit content to local chamber for use in their annual directory and newsletters

Style Guide

Consistent design is necessary to ensure a dependable message and brand recognition across platforms. The following guidelines should be followed on the Muskego Public Library's website, social media accounts, newsletters, and print promotional materials, as applicable.

Logo Use

The Muskego Public Library has several versions of its logo for different needs. A few guidelines for its use will ensure it is shared and used properly.

- The color version with the full slogan is the primary logo, though the logo without the slogan may be used if more appropriate.
- The PNG version is preferable, as it includes a transparent background.
- The logo should not be resized to the point where it is pixelated; if a larger logo is needed, a new size can be saved from the original EPS file.

Colors

The color scheme below, drawn from the Muskego Public Library logo, should be incorporated where appropriate.

- Blue:
  - RGB: 72, 161, 201
  - CMYK: 64, 20, 0, 21
  - Pantone: 2389 C
  - Hex Color Code: #48a1c9
- Green:
  - RGB: 103,189,102
  - CMYK: 46, 0, 46, 26
  - Pantone: 2256 C
  - Hex Color Code: #67bd66

Evaluation

Evaluation of our promotion and communication efforts will be instrumental in determining what is working and what can be improved. While it is difficult to evaluate the reach and effect of some marketing endeavors, below are the evaluation methods we can employ for certain communication avenues.

- Promotional materials:
    - Survey samples of the community to determine how and where they receive information about library programs and services
- Monthly event calendar:
    - Track number of copies printed for distribution
- Library website:
    - Track website analytics, including clicks and number of visitors
    - Feedback from the public
- Social media:
    - Track engagement and reactions to posted content
    - Track the number of followers to our social media accounts
- Newsflash Emails:
    - Track number of subscribers
- Community events and presentations:
    - Tally the numbers of people engaging with the Library's table or booth at community events
    - Tally the number of promotional materials given out
    - Track the number of people attending presentations
    - Note responses and feedback from participants