• Library Assistant: Graphics & Print Materials

• Equity

• Library Assistant: Social Media, Digital Safety, Racial

• Community Relations Librarian (Librarian II)

• During COVID-19: (Library, EOC, HHS, projects as assigned)

• Public Information Officer

Community Relations Dept.
Recruit new OPL users

Identify opportunities to reach underserved communities

Public services, grants awarded and events to generate awareness of OPL storylines, programs

Promoting events & offerings

Provide support for branches & departments in

staff to encourage use of services, resources

Effectively communicate with active patrons and

Goals
attendance was.

• Check to see how well service is being used, or

• Distribute and promote.

content.

word out. Work with staff person or group to create

determine which channels are best to help get

promoting new event, service, theme, etc.

branch or department reaches out for help in

Process
Online Storytime with Miss Miriam

- Facebook: 7,967 followers
- Instagram: 4,250 followers
- Twitter: 5,212 followers
- YouTube: 163 subscribers
- 7,000 views
Media mentions

Service & staff highlights

New services

Resource lists, toolkits

Popular Content:

Spanish

English Language; increase in

Millennial parents

History fans

Men

2/3 women (72% 25-44), 1/3

Audience:

Facebook
Twitter

- **Audience**:  
  - Non-profit & gov’t agencies  
  - Oakland History/Culture lovers  
  - Families in 30s/40s

- **Popular Content**:  
  - Social justice related  
  - Oakland history/culture  
  - Toolkits, reading lists  
  - News  
  - Responses to current events
are experiencing injustice and criminals use their communities and to the pain and anger felt by people of color, to countless people.

This post is in response to the murders of George Floyd, Breonna Taylor, and many others.

Audience:

75% Women

Ages 25-44

Higher teen reach than

FB/IG/TV

Popular Content:

Social Justice

New Services

Staff Stories
Currently:

- Click throughs to website
- Uptick in checkouts
- Immediate increase in new services
- Patron involvement & back-and-forth
- Patron engagement/engagement reaction/resources
- Usage of services, online
- Brand building "more than books"
- Engagement from community groups
- Content staff

What are we looking for?

Building to:
- Sent on 1st of each month
- 10,592 subscribers
- 17.8% open rate in '20
- 2.75% click rate in '20
- Mailchimp average: 21.33% open / 2.62% click

Most Popular Content:
- E-Newsletter Sign-up: oaklandlibrary.org/enews
- Event Calendar
- Digital Offerings
- Featured Event
- Advice for Readers
• Improve: Community Group Listerves, FOPL, LAC
  Bay Area Libraries Working Group (PLs/Comms)
  • Keeping decision-makers informed
  • Partnership opportunities
  • City Administrator’s weekly report to city staff
  • Updating elected, department heads, PIO team

is Relevant

"The Checkpoint" – Informing our own staff of what

Internal Communication
Press Releases

- Improve: Library-specific outlets/journals
- SF Gate, Oakland News Now, Oaklandside, Hoodline
- Consistent coverage from:
  - At least once per month
  - 900 contacts across web, TV, print, multilingual
- Solicit news coverage
- Widespread knowledge
- Major announcements/service changes for:
Digital media specialist

card

subscription for library newsletter when

automatic sign-up for

capacity

content-creating

increased bilingual

website

WHERE WE COULD USE ASSISTANCE...
• Facebook/YT Live
• Empowering branches
• User-testing, analytics
• Nextdoor
  targeted messaging centrally
• Identifying community groups to include in
  bilingual content creation group
  • Less event-based marketing
  • Move away from printed materials

Opportunities
Success Case Study: COVID-19
ZERO employee concessions
11 new services moved online
13 media articles
52 blog posts created
93 customized reading lists created
150 new subscribers on YouTube
3,2K questions answered online
2,2K+ new library and accounts restored
21% increase in digital checkouts; over 140,000

Success Case Study: COVID-19