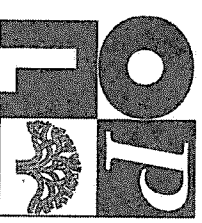


OPL Public Information

**Matt Berson
Public Information Officer
mberson@oaklandlibrary.org**

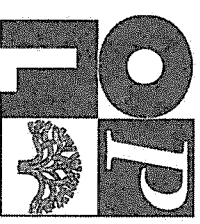
Community Relations Dept.

- Public Information Officer
 - During COVID-19: (Library, EOC, HHS, projects as assigned)
- Community Relations Librarian (Librarian II)
- Library Assistant: Social Media, Digital Safety, Racial Equity
- Library Assistant: Graphics & Print Materials



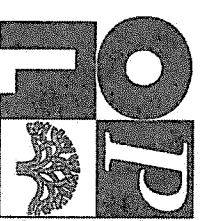
Goals

- Effectively **communicate** with active patrons and staff to encourage use of services, resources
- Provide **support** for branches & departments in promoting events & offerings
- Increase **awareness** of OPL storylines, programs, services, grants awarded and events to general public
- Identify **opportunities** to reach underserved communities
- Recruit **new** OPL users



Process

- Branch or department reaches out for help in promoting new event, service, theme, etc.
- Determine which channels are best to help get word out. Work with staff person or group to create content.
- Distribute and promote.
- Check to see how well service is being used, or attendance was.

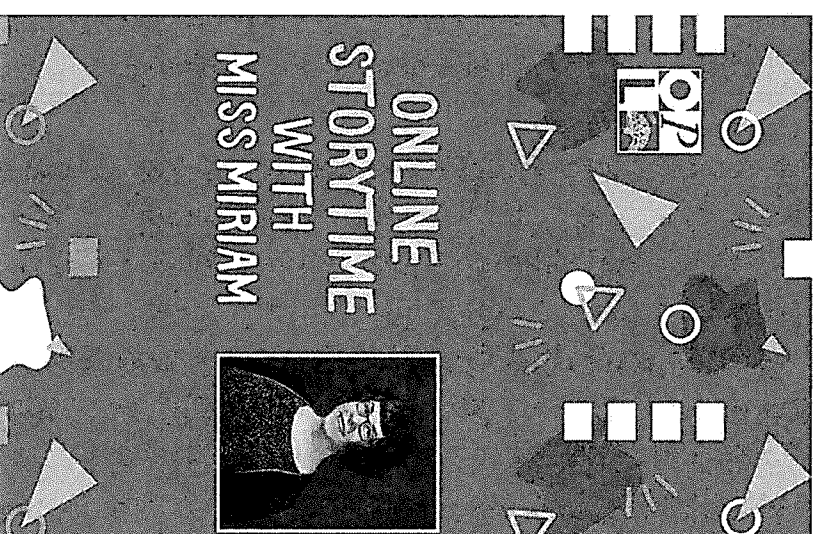


Channels

-

Social Media - @oaklibrary

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



Facebook

- [illegible]

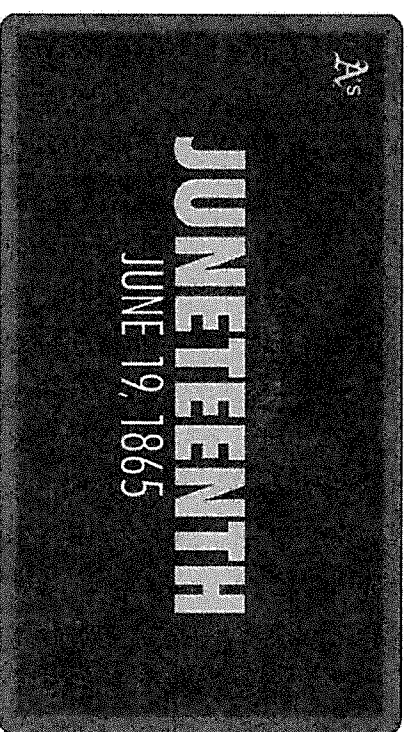
Twitter

- 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



Oakland A's @Athletics · Jun 19
Today we observe #Juneteenth 🇺🇸.

On June 19, 1865, slavery officially ended in America despite the Emancipation Proclamation being put into place more than two years earlier. Learn about #Juneteenth 🇺🇸 and its history in Oakland with this @oaklibrary article: bit.ly/3hKOHkY



🔍 4

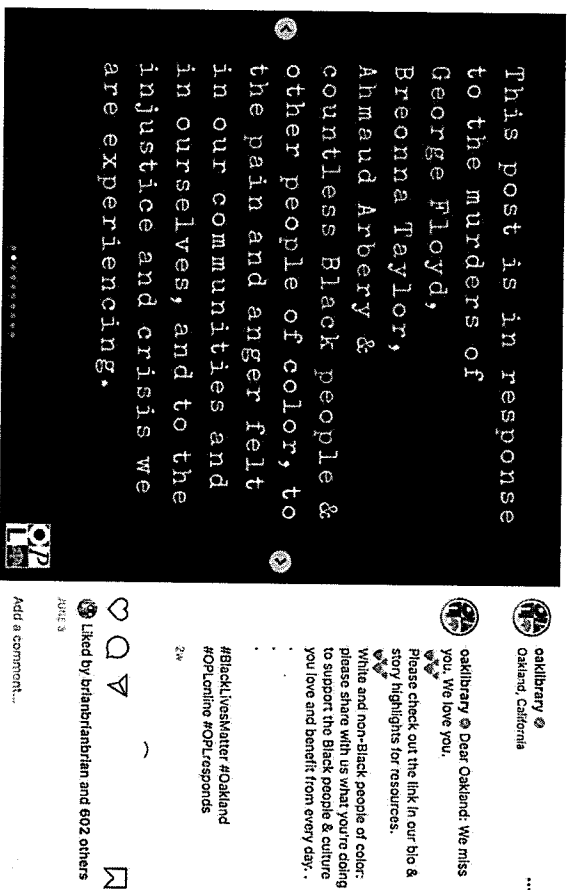
🔖 69

❤️ 316

↗️

Instagram

- Audience:
 - 75% Women
 - Ages 25-44
 - Higher teen reach than FB/Tw
- Popular Content:
 - IG Stories (250-350)
 - Social justice
 - New services
 - Staff stories



What are we looking for?

Currently:

- Click throughs to website
- Patron reaction/engagement
- Usage of services, online resources
- Brand building “more than books”
- Engagement from community groups
- Content staff

Building to:

- Uptick in checkouts
- Immediate increase in new services
- Patron involvement & back-and-forth

E-Newsletter

Sign-up: oaklandlibrary.org/enews

- 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:
 - Advice for Readers
 - Digital Offerings
 - Event Calendar
 - Featured Event

Internal Communication

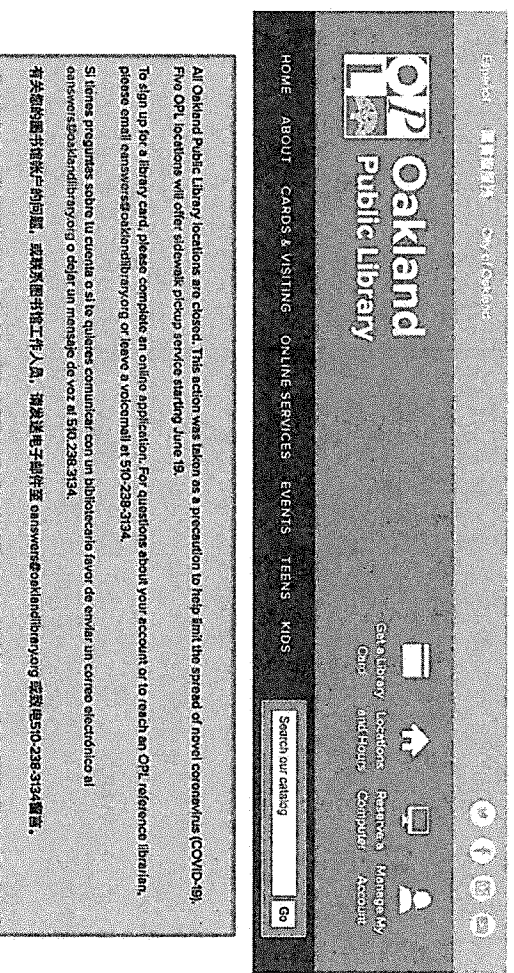
- “The Checkout” – informing our own staff of what is relevant
- Updating electeds, department heads, PIO team, City Administrator’s weekly report to city staff
 - Partnership opportunities
 - Keeping decision-makers informed
- Bay Area libraries working group (PIOs/Comms)
- Improve: Community Group listserve, FOPL, LAC

Press Releases

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

Where we could use assistance...

- New website
- Increased bilingual content-creating capacity
- Automatic sign-up for newsletter when signing up for library card
- Digital media specialist



Opportunities

- Move away from printed materials
 - Less event-based marketing
- Bilingual content creation group
- Identifying community groups to include in targeted messaging centrally
- Nextdoor
- User-testing, analytics
- Empowering branches
- Facebook/YT live



Success Case Study: COVID-19

- March 13 Press Release, Email, Social Media: Closure & Digital Offerings
- Communication around:
 - Digital offerings – ebooks, e-resources, book lists
 - Children's Services: Learning resources, online storytimes, tutor.com
 - Reader's Advisory weekly posts
 - Committee perspectives
 - What the experience is like for librarians
 - Disaster Service Work
 - Response to current events

Success Case Study: COVID-19

- 21% increase in digital checkouts; over 140,000
- 2K+ new library and accounts restored
- 3.2K questions answered online
- 150 new subscribers on YouTube
- 93 customized reading lists created
- 52 blog posts created
- 13 media articles
- 11 new services moved online
- ZERO employee concessions

Questions?

