

### OPL Public Information

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## 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, public services, grants awarded and events to general
- 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 content. word out. Work with staff person or group to create
- Distribute and promote.
- Check to see how well service is being used, or attendance was.



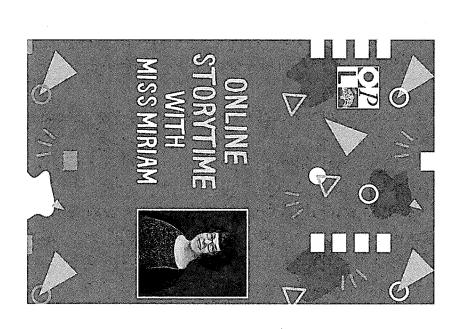
### Channels

- Website
- Social Media
- E-Newsletter
- Internal Communication
- Press Release
- **Printed Materials**
- Podcast
- 3<sup>rd</sup>-Party Event Calendars



## Social Media - @oaklibrary

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



### Facebook

- Audience:
- 2/3 Women (72% 25-44), 1/3 Men
- History fans
- Millennial parents
- English language; increase in Spanish
- Popular Content:
- Resource lists, toolkits
- New services
- Service & staff highlights
- Media mentions

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2020 at five (5) locations! Patrons will have the opportunity to pick up holds for books, DVDs, CDs, and WiFl hotspots at our doors. Thanks for your patience and understanding as we do our part to keep the public and our staff safe during the ongoing public health crisis!

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581 Post Clicke

On Shares

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Share	10 Comments 68 Shares	
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#### Performance for Your Post

7,182 People Reached

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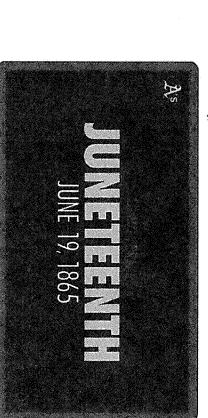
# Twitter

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



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/3hK0HKY



- Popular Content:
- Social justice related
- Oakland history/culture
- Toolkits, reading lists
- News
- Responses to current events

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### nstagram

- Audience:
- 75% Women
- Ages 25-44
- Higher teen reach than FB/Tw
- George Floyd, Ahmaud Arbery & Breonna Taylor,
- are experiencing. injustice and orisis we other people of color, to in ourselves, and to the in our communities and the pain and anger felt countless Black people &

Popular Content:



oaklibrary Ø Oakland, California

oaklibrary © Dear Oakland: We miss you. We love you.

to the murders of

This post is in response

Please check out the link in our bio & story highlights for resources. White and non-Black people of color: please share with us what you're doing to support the Black people & culture

#BlackLivesMatter #Oakland #OPLonline #OPLresponds



Liked by brianbrianbrian and 602 others



Staff stories

New services

Social justice

IG Stories (250-350)

Add a comment



## 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
- new services
- Patron involvement & back-and-forth

## E-Newsletter

Sign-up: oaklandlibrary.org/enews

- Sent on 1<sup>st</sup> 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

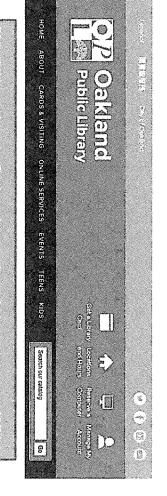
- "The Checkout" informing our own staff of what is relevant
- Updating electeds, department heads, PIO team, City Administrator's weekly report to city staff
- Partnership opportunities
- Keeping decision-makers informed
- Bay Area libraries working group (PIOs/Comms)
- Improve: Community Group listserves,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



All Oeldend Public Library locations are closed. This ection was sulcon as a precaution to help limit the apread of novel coronavirus (COVID-19), Fivo OPL locations will offer sidewalk pickup service starting June 19.

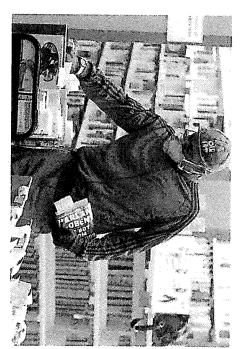
Fivo OPL locations will offer sidewalk pickup service starting June 19.

To sign up five a library cand, please complate an online application. For questions about your account or to reach an OPL reference librarian, piece entall embersatosischendibraryong or leave a voicemail et 510-238-2134.

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## 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



