

NEWPORT BEACH PUBLIC LIBRARY

To: Board of Library Trustees

From: Katherine Mielke, Marketing Specialist

Re: 2018-19 Marketing Update - Board of Library Trustees Meeting

MARKETING UPDATE

June 17, 2019

NEWPORT BEACH PUBLIC LIBRARY

2018-19 MARKETING, PUBLIC RELATIONS AND SOCIAL MEDIA SUMMARY

MARKETING OBJECTIVES

The Newport Beach Public Library markets its services, resources and programs with the goals of strengthening the Library's image, increasing library use and program attendance, boosting website traffic, demonstrating value to the community, and encouraging support by stakeholders, City officials, and the public.

Our marketing efforts utilize a variety of communication methods to reach a diverse audience of students, business people, seniors and families. We actively market through a combination of publicity, print promotion, electronic marketing, social media, community outreach and partnerships.

2018/19 HIGHLIGHTS

CITY EMPLOYEE OPEN HOUSE - September

- Introduces City staff to library services: Media Lab, eBranch, Passport, Children's
- Issued library cards
- Generated great feedback

AUTHOR TALKS – September -June

- Dr. Lucy Jones talked to packed house during Disaster Preparedness Week events – in partnership with CERT and Fire Dept
- Authors Michele Khoury, Kim Hooper, Janelle Brown, Kathi Koll, Flor Edwards, Deborah Gaal, Dr. Himmet Dajee and Patrice Apodace, Susan Segal
- Children's authors John Flanagan, Sarah Mlynowski, Trudi Tuetit
- Writing Workshops with Anne Cleeland

NBTV COVERAGE

- Over 30 programs taped and shown on NBTV
- PSAs for Children's Services, Media Lab, Author Talks, Sculpture Lectures and NBAE
- Plans are underway for PSAs on Anniversary, eBranch and databases

WAYFINDING

- Kiosk Directory in Central Library entrance
- Column graphics for Customer Service, Passports and Children's Services
- New signage on stairway,

25th ANNIVERSARY CELEBRATION – January - July

- Launched promotion in January with announcement, balloons, cards in lobby, web page
- Monthly promotions included bags, giveaways,
- New 25th Anniversary library card
- Building up to week long festivities July 7-13

PUBLICITY & PUBLIC RELATIONS

In 2018-19, a variety of public relations activities were employed to establish awareness and encourage event attendance for the following events:

- 25th Anniversary
- Author Programs (11)
- Art at the Library
- Beyond the Canvas (9)
- Career Online High School
- College Planning Classes
- Gift of Literacy Luncheon
- International Literacy Day
- Let's Talk Tech
- National Library Week
- Nutcracker Ballet for Kids
- Opera at the Library
- SCORE Business Workshops
- Star Wars Digital Saturday
- Summer Reading Program
- Sunday Musicales (8)
- Tech Toys
- Writing Workshops

1. Publicity/PR

- Press Releases
 - COAST Magazine
 - Daily Pilot
 - Greer's OC
 - LA Times – OC Section
 - Laguna Beach Independent
 - Laguna Beach Magazine
 - Locale
 - Newport Beach Independent
 - Newport Beach Lifestyle/Kudos
 - Newport Beach Magazine
 - Orange County Business Journal
 - OC Register
 - OC Register Family
 - OC Weekly
 - Parenting OC Magazine
 - Patch Newport Beach
 - StuNews Newport
 - StuNews Laguna
- Online Listings
- Peachtree School flyer System
- Editorial Opportunities – Regular articles appeared in NMUSD School News, Port Street Living Magazine, Spyglass View, Lido and Balboa Village community magazines.

2. **Print Marketing**

- Library Brochures: eBranch, Central Library, Media Lab,
- Monthly Calendars
- Rack Cards for Event Series: Sunday Musicales, Beyond the Canvas, Festival Ballet
- Flyers for Children's Programs
- Newport Beach Navigator
- Banners and Signs
- Displays
- Promotional items

3. **Electronic Marketing**

- E-News mailings: No. of eBlasts: 50; Contacts: 25,790; Open Rate: 18-24%,
- PSAs/NBTV
- Website, rotating website ads, digital screens, wayfinding kiosk
- Website Demographics
 - Active Users: Annually: 241,934, Sessions: 581,806, Page View: 1,102,781, Avg. Session: 2:15
 - Age: 18-24=27.5%, 25-35=33.5%, 35-44=15.5%, 45-54=12.5%, 55+=11%
 - Gender: 54% male, 46% female
 - 93% California
 - City: Newport Beach=52%, Irvine=14%, Costa Mesa=7%, Los Angeles = 6%, San Diego 3%, H Beach=2%
 - Santa Ana=2%, Anaheim, Laguna Niguel, Lake Forest = 1-2% each
 - Top pages: Children, eBranch/Databases, Hours & Locations, books & media, ebranch, ebooks, calendar
 - Users: 32% mobile devices, most used device: Apple iPhone

4. **Social Media**

Facebook

- Facebook Followers: 1,808
- Gender and age:
 - 69% women: Age: 13-17= 1%, 18-24=2%, 25-34=13%, 35-44=20%, 45-54=17%, 55-64=10%, 65+=7%
 - 29% men: Age: 13-17= 1%, 18-24=1%, 25-34=5%, 35-44=8%, 45-54=7%, 55-64=4%, 65+=3%
- Post engagement: 8am-9pm fairly steady, highest 8-9pm
 - Top posts: Meg Linton, Sunday Musicales, Daily Pilot article about Librar
 - Events listed: 48 Reach 2.8K Best response: Sunday Musicales and Concerts

Twitter

- Followers: 757, Likes: 1000
 - 59% women, 41% men

Instagram

- Followers: 1232
 - Gender: Female 76%, Men 24%
 - Age: 13-17=1%, 18-24=7%, 25-34=34%, 35-44=17%, 44-64%=6%, 65+=6%
 - Most active time: 12-6 p.m.

Pinterest

- Followers: 804

Next Door

4. **Marketing Partnerships**

Continued effort to work with partner organizations that support Library and Library programs. We work together with the following organizations and promote programs with website promotion, calendar listings, digital screen ads, flyers, social media promotion and other marketing efforts throughout the year.

- Friends of the Library
- NBPL Foundation
- SCORE
- City Arts Commission
- NB Chamber
- Film Festival
- Balboa Historical Society
- Newport Beach Historical Society
- UC Irvine Health
- Newport Beach Arts Foundation