



MARKET OR DIE!

ADVERTISING IN TODAY'S LIBRARY

HELLO!

- Hannah Axt, MLIS University of Illinois
- Iowa > Illinois > northern Virginia
- Currently in youth services working with babies through teens
- Background in music and liberal arts, but have always had a hobbyist interest in graphic design
- I LOVE PIE!!!

Pie Making Class



Come learn pie making basics! Our instructor will help beginning bakers create homemade pie crust and a fruit filling. All participants can take their creations home to bake. Registration and allergy waiver required.

Sunday, May 6 at 2:00 PM

Somewhere Public Library

❧ *artisanal* ❧
PIE CLASS

Join us as we craft our own homemade pie crust and delicious fruit fillings. Our visiting chef will help beginners and pros alike in the pie crafting process, and participants will take their creations home to bake. Registration and allergy waiver required.

SUNDAY, MAY 6 AT 2:00 PM
SOMEWHERE PUBLIC LIBRARY



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WHY DOES MARKETING MATTER?

- Libraries provide great services, but that doesn't matter if people don't come use them!
- Libraries face a lot of competition from other organizations and services, our marketing makes a difference when patrons decide what to spend their time on
- This important guy also agrees! Andrew Roskill, founder of BiblioLabs, talking about library competition...¹



¹“Get a Read on This -- Libraries Bridging the Digital Divide.” *YouTube*, TEDxCharleston, 14 May 2014, <https://www.youtube.com/watch?v=J198u5HK0pY>.



BASIC GRAPHIC DESIGN

(YES, IT ACTUALLY IS IMPORTANT.)



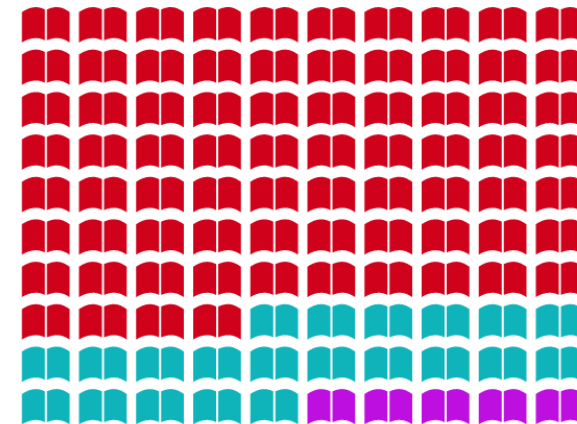
GRAPHIC DESIGN FOR BEGINNERS

- Check if your library system has any real design software (no, Microsoft Word does not count...)
- Learn how to use it: Lynda.com, YouTube videos, that one creative friend you have, etc.
- Nothing available to you? **THE INTERNET IS FULL OF FREE STUFF AND IT'S AWESOME.**

STARTING SMALL

- Not ready to dive into full on design? At least improve your clip art and charts!
 - Free public domain clip art:
 - pdclipart.org
 - Free charts and infographics:
 - Piktochart.com
 - Spark.adobe.com
 - Visme.co
 - Venngage.com
 - Many more on handout!
 - Free animated videos:
 - Animaker.com
 - Free interactive maps:
 - Kartograph.org

73.8% of Library Statistics are Completely Made Up

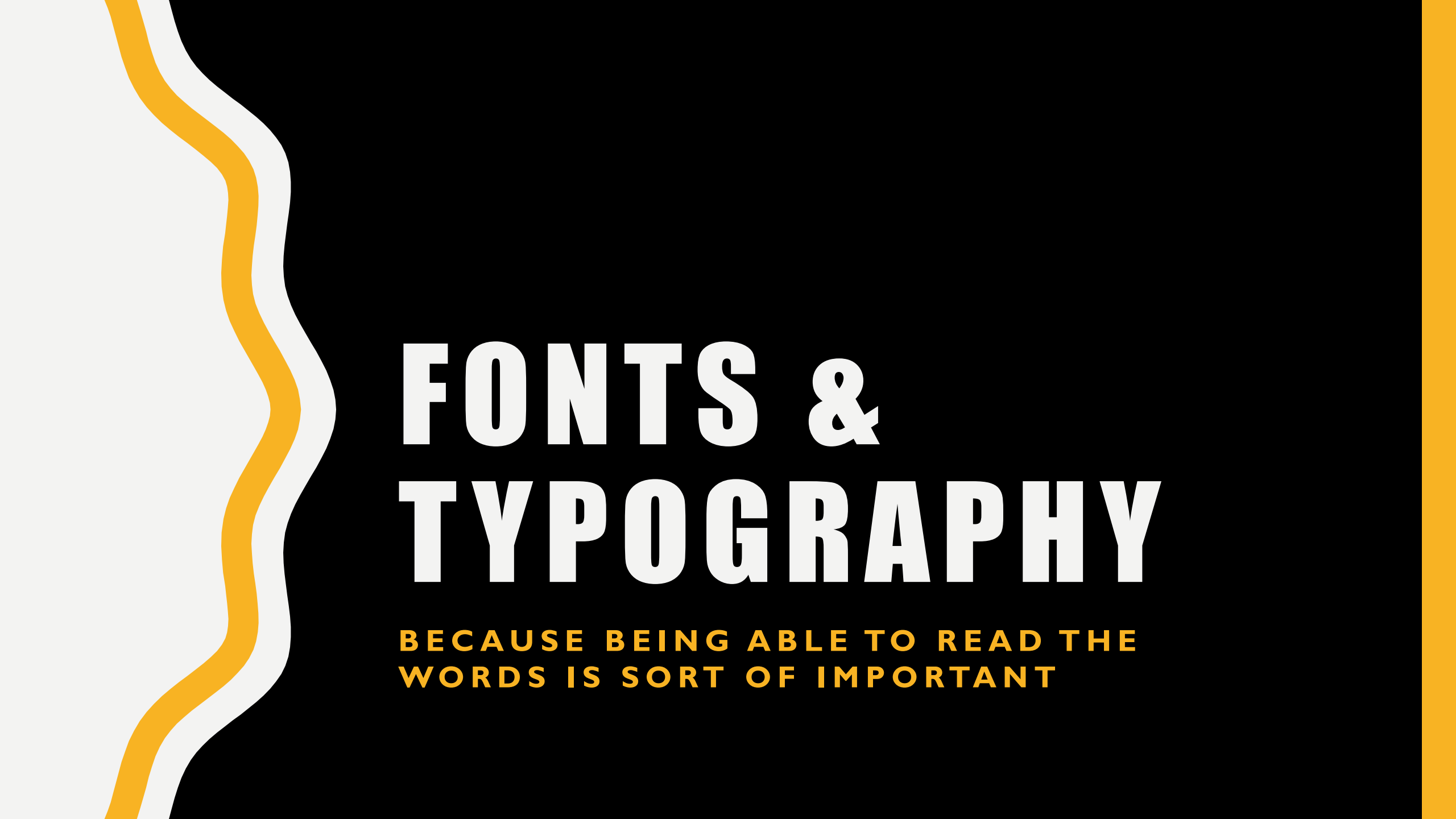


■ Made Up (73.80%) ■ Actually True (21.20%)
■ Stretching the Truth (5%)

DIVING IN

- Want to dive fully in? There are millions* of free websites and downloadable softwares for graphic design!
- Many of these sites have their own video tutorials to help you learn
 - [Canva.com](https://www.canva.com)
 - [Figma.com](https://www.figma.com)
 - [Picmonkey.com](https://www.picmonkey.com)
 - Gravit Designer
 - [Vectr.com](https://www.vectr.com)
 - More on handout!

*rough estimate



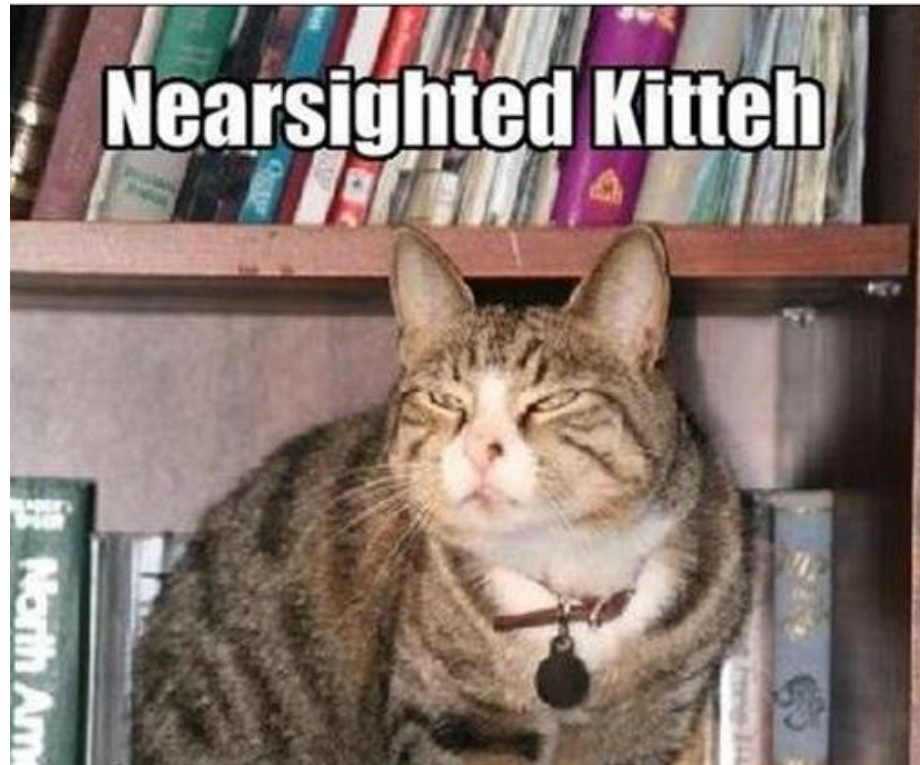
FONTS & TYPOGRAPHY

**BECAUSE BEING ABLE TO READ THE
WORDS IS SORT OF IMPORTANT**

T Y P O G R A P H Y



- the art and technique of arranging type



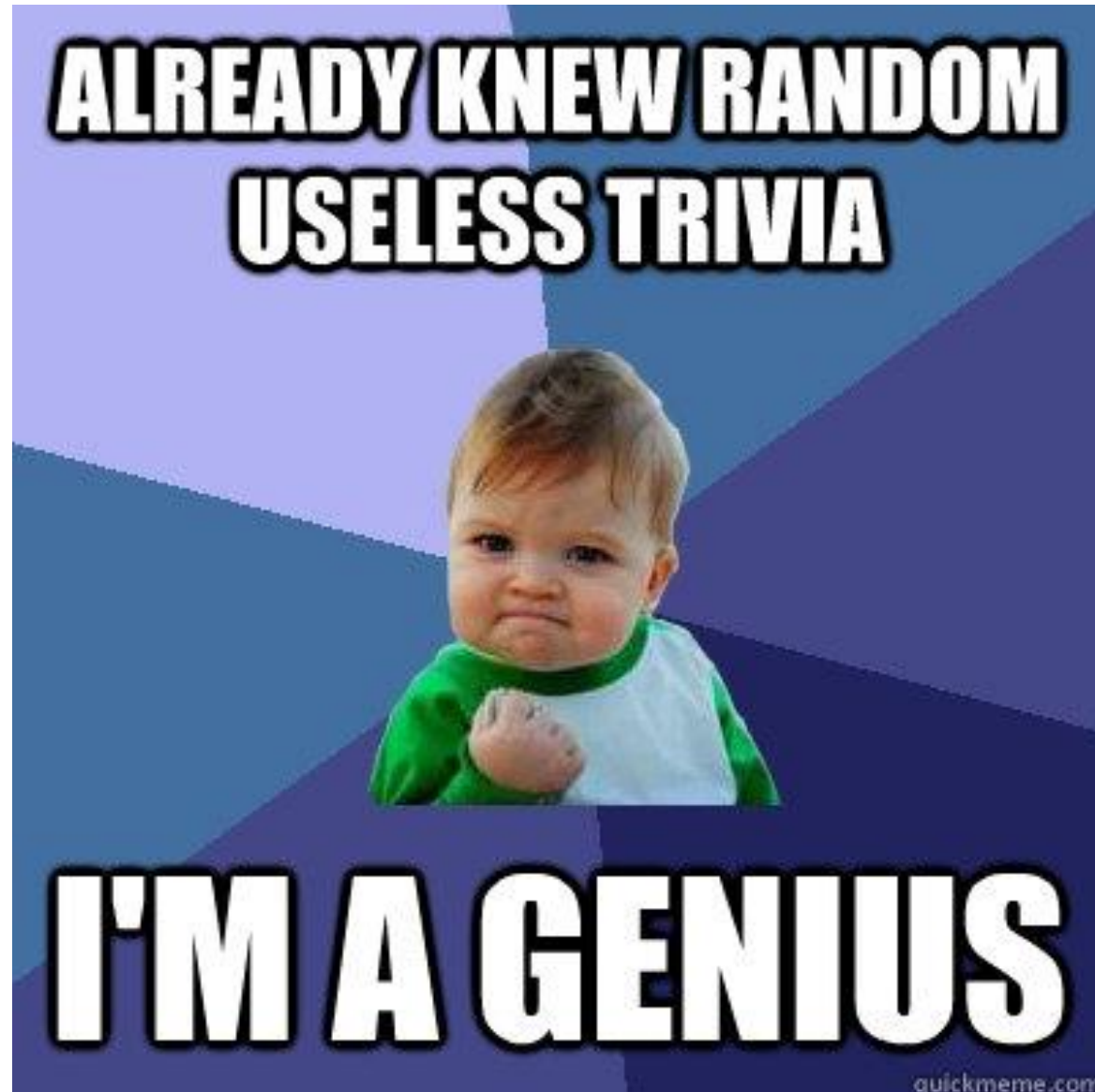
easily
readable

Can Nearsighted Kitteh read your
fancy font? Maybe not...

visually
appealing

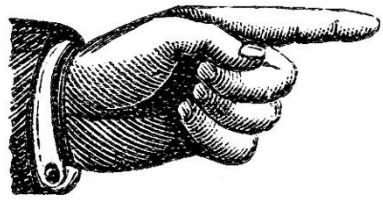


“So Be-yu-tiful!”



- Point size
- Typeface (font)
- Line spacing

SERIFS: little feet



AaBbCc

SANS-SERIFS: no little feet

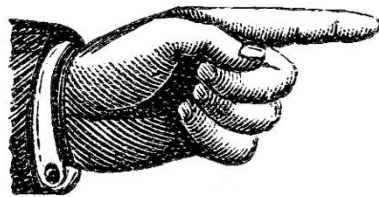
AaBbCc



even more serifs!



didone: *AaBbCc*



slab: **AaBbCc**

*Script fonts
are fancy...*

COMBINING *fonts*

└── MONTSERRAT
80pt. Uppercase bold.

└── LORA
72pt. Lowercase italics.

“10 Beautiful Font Combinations For All Your Design Needs.” *Inkbot Design*, 26 Aug. 2019,
<https://inkbotdesign.com/font-combinations/>.

Painting Class

AT YOUR LIBRARY

Join us as we explore water color painting with local artist Martha James. All supplies will be provided, just bring your creativity!

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Oswald Font

Open Sans Font

Bevan Font

Oxygen Font

Pacifico Font

Quicksans Font

Fredoka Font

Raleway Font

GRADUATE FONT

Dancing Script Font

Flavors Font

Fresca Font

Changa One Font

Alice Font

Anton Font

Damion Font

Londrina Solid Font

Fresca Font

Alfa Slab Font

Bitter Font

Audio Font

Nixie One Font

Chewy Font

Gudea Font

Great Vibes Font

Raleway Font

BANGERS FONT

Cuprum Font

PERMANENT MARKER

Metrophobic Font

Lilita Font

Arvo Font

WALTER FONT

Ubuntu Font

Sancreek Font

Goudy Bookletter Font

Allerta Font

Courier New Font

Knewave Font

Yanone Kaffeesatz Font

Viga Font

Oxygen Font

“10 Beautiful Font Combinations For All Your Design Needs.” *Inkbot Design*, 26 Aug. 2019,
<https://inkbotdesign.com/font-combinations/>.

tracking: evenly adjusting
the space between letters



DOWNTON ABBEY



D O W N T O N A B B E Y

KERNING: adjusting the space between certain letter pairs



IF YOU REALLY HATE SOMEONE, TEACH THEM TO RECOGNIZE BAD KERNING.



WAVE AWAY. With kerning
WAVE AWAY. Without kerning

AV Wa
No kerning
AV Wa
Kerning applied

KERNING
LEADING
TRACKING
LOVE
TYPE

Trust Wonder Vendor
Not kerned
Trust Wonder Vendor
Kerned



10 Steps to Professional Typography

From *Great Web Typography* by Wendy Peck¹

¹Peck, Wendy. *Great Web Typography*. John Wiley & Sons, 2003.

Don't **USE TOO**

many **FONT'S** *OR*

ONE **page**

Divide your page into columns.

Blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah are you actually reading this
blah blah blah blah blah.

**This is a new exciting
paragraph!**

Blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah .

Blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah are you actually reading this
blah blah blah blah blah.

**Wait, this looks oddly
familiar...**

Blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah .



Give your text room to breath.

In other words,
don't do this. Use
margins wisely.

Don't use overly huge text.

Like this.

Don't use bold type for paragraphs.

**This is really distracting,
isn't it? I told you so.
Bold types don't work in
paragraphs. Now fix it.**



Never use all capitalized text.

**WHAT? YOU MEAN THIS DOESN'T
LOOK GOOD? IT'S DISTRACTING
YOU SAY? OH. I THOUGHT IT WAS
EXCITING. NEVER MIND.**

Use plenty of headlines and subheads.

Blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah are you actually reading this
blah blah blah blah blah.

This is a new exciting paragraph!

Blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah blah blah blah blah blah
blah blah .

Don't use underlined text for anything
but a link.

Am I the only one confused here?
I'm clicking but nothing is
happening. The internet must be
broken today.

LAST THOUGHTS ON TYPOGRAPHY...

- Google Fonts has loads of free fonts that can be embedded into web pages
- Ask your organization before downloading new fonts on to work computers
- The Golden Rule: No one **ever** thinks Comic Sans looks good!



DISTRIBUTING YOUR DESIGNS

**HOW TO “MARKET YOUR MARKETING
THINGS”!**



CONCEPT OF OMNI MEDIA

- The “Netflix analogy”
- Social media users should not miss content if they only use a certain platform
- Consistency across all platforms keeps everyone in the loop
- Printed materials and in-house digital slides should also follow this rule



Overview

Promotions

Likes

Reach

Page Views

Actions on Page

Posts

Events

Videos

People

Messages

Page Summary Last 28 days

Export Data

Results from Feb 03, 2017 - Mar 02, 2017

Organic Paid

Actions on Page

February 2 - March 1



We don't have data to show you this week.

Page Views

February 2 - March 1

29

Total Page Views ▲ 314%



Page Likes

February 2 - March 1

10

Page Likes ▲ 100%



Reach

February 2 - March 1

638

People Reached ▲ 62%



Post Engagements

February 2 - March 1

451

Post Engagement ▲ 1,227%



Videos

February 2 - March 1

6

Total Video Views ▲ 500%





Agatha
Christie



c r a f t e r n o o n

All teens are welcome to join us for an Agatha Christie themed afternoon. We'll be watching *Murder on the Orient Express* (rated PG-13) and making some mystery themed crafts. Popcorn and craft supplies will be provided- just bring your creativity.

* * *



For ages 13 and up, no registration required.
Capacity and supplies limited to first 40 participants.

October 17 at
4:00-6:00 PM

Haymarket Gainesville
Community Library



Haymarket Gainesville
Community Library
14870 Lightner Road
Haymarket, VA 20169
703-792-8700
www.pwcgov.org/library



Agatha
Christie



crafternoon

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*Agatha
Christie*
crafternoon



Come watch *Murder on the Orient Express* (rated PG-13) and make some mystery themed crafts!

For ages 13 and up.

* * *

October 17 at 4:00-6:00 PM
Haymarket Gainesville Library

HIDE & GO PEEP!

Marshmallow Peeps have infiltrated the library! Can you find them all? Teens can pick up a scavenger hunt card in the teen section and turn in their completed card at the front desk. Kids can pick up a scavenger hunt card in the kids section and put their completed card in the monthly drawing bucket.



Hide & Go Peep can be played any time the library is open during the entire month of April. Find those Peeps for a chance to win a sweet prize!



**HAYMARKET GAINESVILLE
COMMUNITY LIBRARY**

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HIDE & GO PEEP!

Marshmallow Peeps have infiltrated the library! Can you find them all? Kids & teens can pick up a scavenger hunt card at the library for a chance to win a prize! Hide & Go Peep can be played any time the library is open during the month of April.



**Haymarket
Gainesville Library**

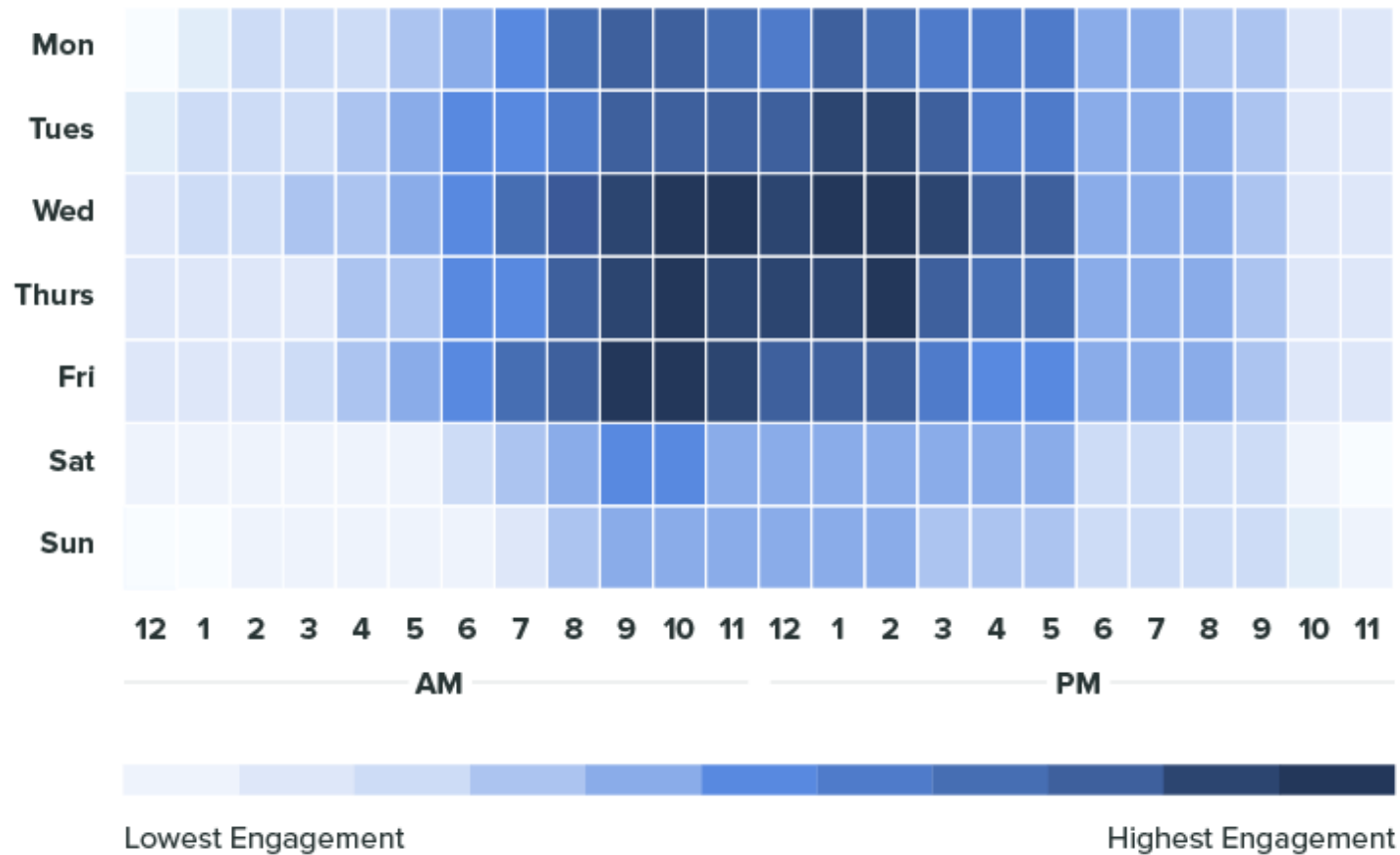


WHEN & WHERE MATTERS

- Data shows that users view Facebook, Twitter, and Instagram more often at certain times on certain days
- Schedule identical posts to go up during peak times for each platform
- Focus on actual content, not click bait! Reposting popular things is great, but also create original items

Facebook Global Engagement

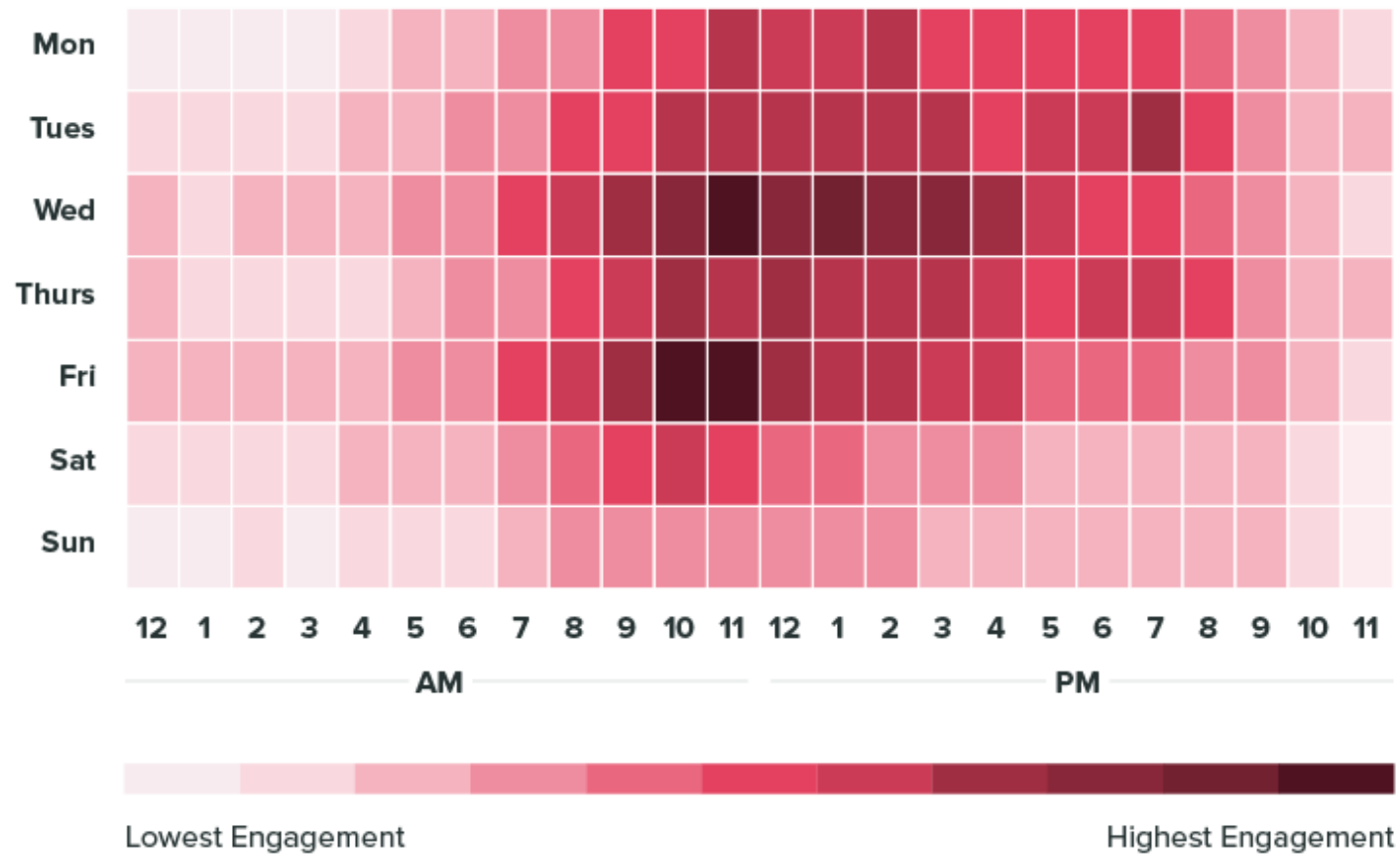
sproutsocial



Powers, Katie. "The Best Times to Post on Social Media." *American Marketing Association*, 28 June 2019, <https://www.ama.org/marketing-news/the-best-times-to-post-on-social-media/>.

Instagram Global Engagement

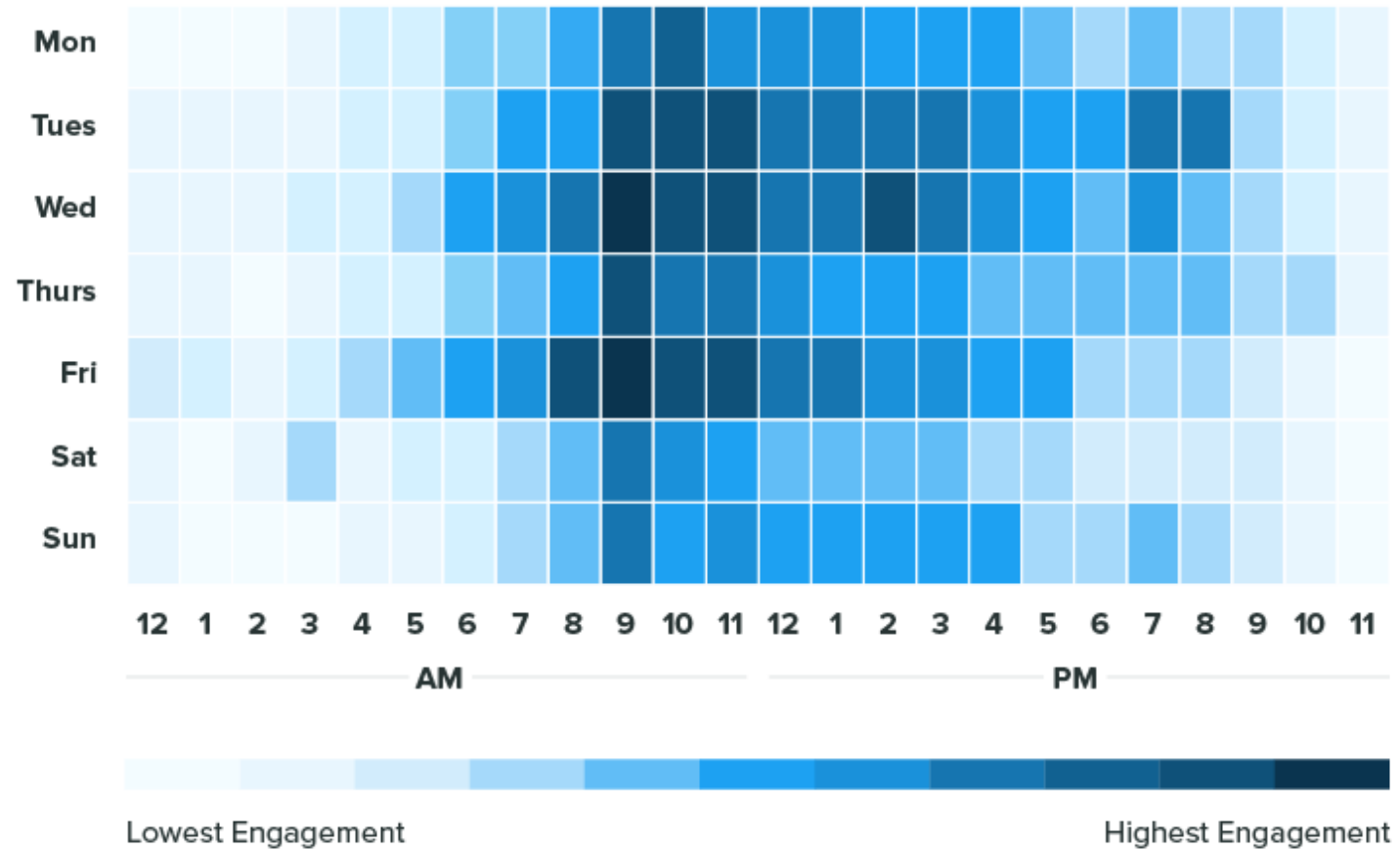
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Powers, Katie. "The Best Times to Post on Social Media." *American Marketing Association*, 28 June 2019, <https://www.ama.org/marketing-news/the-best-times-to-post-on-social-media/>.

Twitter Global Engagement

sproutsocial



Powers, Katie. "The Best Times to Post on Social Media." *American Marketing Association*, 28 June 2019, <https://www.ama.org/marketing-news/the-best-times-to-post-on-social-media/>.

EXPAND YOUR REACH

- Are there local specialty Facebook groups you can join and post to?
- Social media managers (Hootsuite, Sprout Social) are an option
- Events only places to post:
 - EventBrite
 - Meetup
- Old school is still important too!!! Bulletin boards in schools, coffee shops, grocery stores, retirement homes, etc.

ARISE, GO FORTH



AND CONQUER!