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Marketing Plan Template

Executive Summary

What is the purpose of your marketing plan? What will it accomplish? Come back to this section at the end of your process and write a one-page synopsis of your marketing strategy. Highlight the current situation, objectives, and principal action steps, and include a budget summary.

Goals & Objectives

What are the specific goals of your marketing efforts this year? Use these questions to help you brainstorm four marketing goals for your library.

1. In what aspects of **library services and/or programs** would like to see more usage?

2. What parts of the **collection** would you like to see used more?

3. **Who** would you like to see using the library more? In what way?

4. How can the library integrate more fully into **school-wide curriculum**?

When writing your goals, be sure to make them SMART: specific, measurable, achievable, relevant, and time-bound.

Learn more by reading "**On Common Ground. How Smart Are Your S.M.A.R.T. Goals?**" by Mary Frances Zilonis and Chris Swerling from *School Library Connection* October 2016
<https://www.schoollibraryconnection.com/Home/Display/2042664>.

The **objectives** associated with each goal should articulate how you will accomplish each goal.

Examples of goals and objectives:

- *Increase circulation of nonfiction materials by 20% compared to last year*
 - *Replace signage for nonfiction materials to make organization clearer*
 - *Create new nonfiction rotating display area near the library entrance*
 - *Start a “Look What I Learned in...” social media campaign and share student examples of points of interest they found in nonfiction materials*

- *Partner with three new teachers on collaborative lessons that support their curricular goals*
 - *Host a “It’s Better Together” morning coffee to share examples of successful collaborations from the past and ideas for how you can help teachers new to library collaboration*
 - *Provide recommended reading lists for every teacher based on their curriculum maps*
 - *Make regular faculty meeting announcements about library activities*

- *Increase student participation in the after-school makers club by 15% by the end of the year*
 - *Prominently display student creations*
 - *Have students already in club earn rewards for recruiting new participants*
 - *Create video “advertisement” to share with parents explaining purpose of the makers club*

Goal sentence stems:

- By _____, _____ will _____ by _____.

date
what
verb
amount

- _____ by _____ at _____.

Verb
what
amount
date

Goal 1:

Objectives:

Goal 2:

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Objectives:

Goal 3:

--

Objectives:

Goal 4:

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Objectives:

Action Plan

The action plan is where you enumerate the steps you will take to accomplish your marketing goals. The plan should be as specific as possible and detail who will be involved and any resources needed. Return to the list often, including after implementation is complete to reflect on how successful the actions were and how you can improve in the future.

Example action plan:

GOAL:	<i>Partner with three new teachers on collaborative lessons that support their curricular goals</i>			
OBJECTIVE:	<i>Provide recommended reading lists for every teacher based on their curriculum maps</i>			
What	Who	How	Resources Needed	Status
<i>Introduce self individually to each teacher over preservice week</i>	<i>Librarian; library assistants when available</i>	<i>Talk to every teacher; find out what they are most excited about and most stressed about for upcoming year; take notes on tracking spreadsheet</i>	<i>Thirty+ minutes each day during pre-service week</i>	<i>In progress</i>
<i>Get access to curriculum maps</i>	<i>Librarian</i>	<i>Talk with administrators about getting automatic access to curriculum maps; if not possible, reach out to each teacher via email, follow up in person</i>	<i>Thirty minutes to several hours</i>	<i>Complete</i>
<i>Review curriculum maps and brainstorm collaboration suggestions</i>	<i>Librarian and assistants</i>	<i>Host a brainstorming session to develop collaboration ideas.</i>	<i>1-2 hours</i>	<i>Scheduled</i>
<i>Read professional development materials</i>	<i>Librarian and assistants</i>	<i>Look at PD materials for inspiration on successful curriculum collaborations</i>	<i>30 minutes a week; \$89/year magazine subscription</i>	<i>Ongoing</i>

GOAL:				
OBJECTIVE:				
What	Who	How	Resources Needed	Status

GOAL:				
OBJECTIVE:				
What	Who	How	Resources Needed	Status

GOAL:				
OBJECTIVE:				
What	Who	How	Resources Needed	Status

GOAL:				
OBJECTIVE:				
What	Who	How	Resources Needed	Status

Budget

Laying out the costs of your marketing activities will help you determine their feasibility and ensure you have the budget to cover them. Consider the costs of staff time, printing and publication, and anything events-related, as well as other costs specific to your situation. Use this space to record your budget needs.

Line Item	Description	Priority	Cost
<i>Coffee and collaboration morning gathering for teacherse</i>	<i>Coffee, snacks, photocopies</i>	<i>High</i>	<i>\$50</i>

Branding

Library Mission Statement

The library mission statement describes where you'd like the library to be. Typically, it is tied to the school and/or district's mission.

Use these questions to help you brainstorm a mission statement for your library.

1. What is the purpose of the library?

2. Who do you serve? What are their needs?

3. How will be the people you serve be impacted by the library's collections, programs, and services?

Examples of library mission statements:

[David C. Barrow Elementary Media Center](#)

The mission of the David C. Barrow Elementary Media Center is to offer forward-thinking instruction, space, and programming that develops innovative leaders who create content that reaches a global audience.

Andy Plemmons, School Library Media Specialist, David C. Barrow Elementary

Wylam School Library Media Center

The mission of the Wylam School Library is to provide students with the opportunity to become not only lifelong users of information, but also creators of information. The library will support the curriculum by collaborating with teachers, developing a collection that is representative of the community, and implementing literacy instruction for students.

Terri Elder, Library Media Specialist, Wylam School

Yutan Elementary Library Media Center

It is the mission of Yutan Elementary School Library to have a community of effective users of ideas and information; and to provide a quality selection of materials for informational and recreational reading.

Shannon Coleman, Library Media Specialist, Yutan Public Schools

Midlothian Middle School Library

The mission of Midlothian Middle School Library is to provide a welcoming atmosphere, to empower students and staff to become critical thinkers, enthusiastic readers, skillful researchers and ethical users of information.

Christy Martin, Library Media Specialist, Midlothian Middle School

Your library's mission statement:

Library Logo

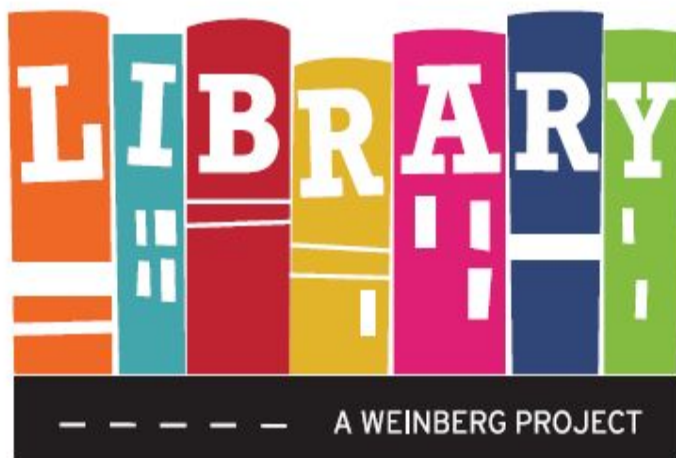
When designing or commissioning a logo, consider these criteria:

- Is it memorable?
- Does it work in small and large fonts?
- Is it unique?
- Can it be used for printed materials, websites, and social media?

Examples of logos:

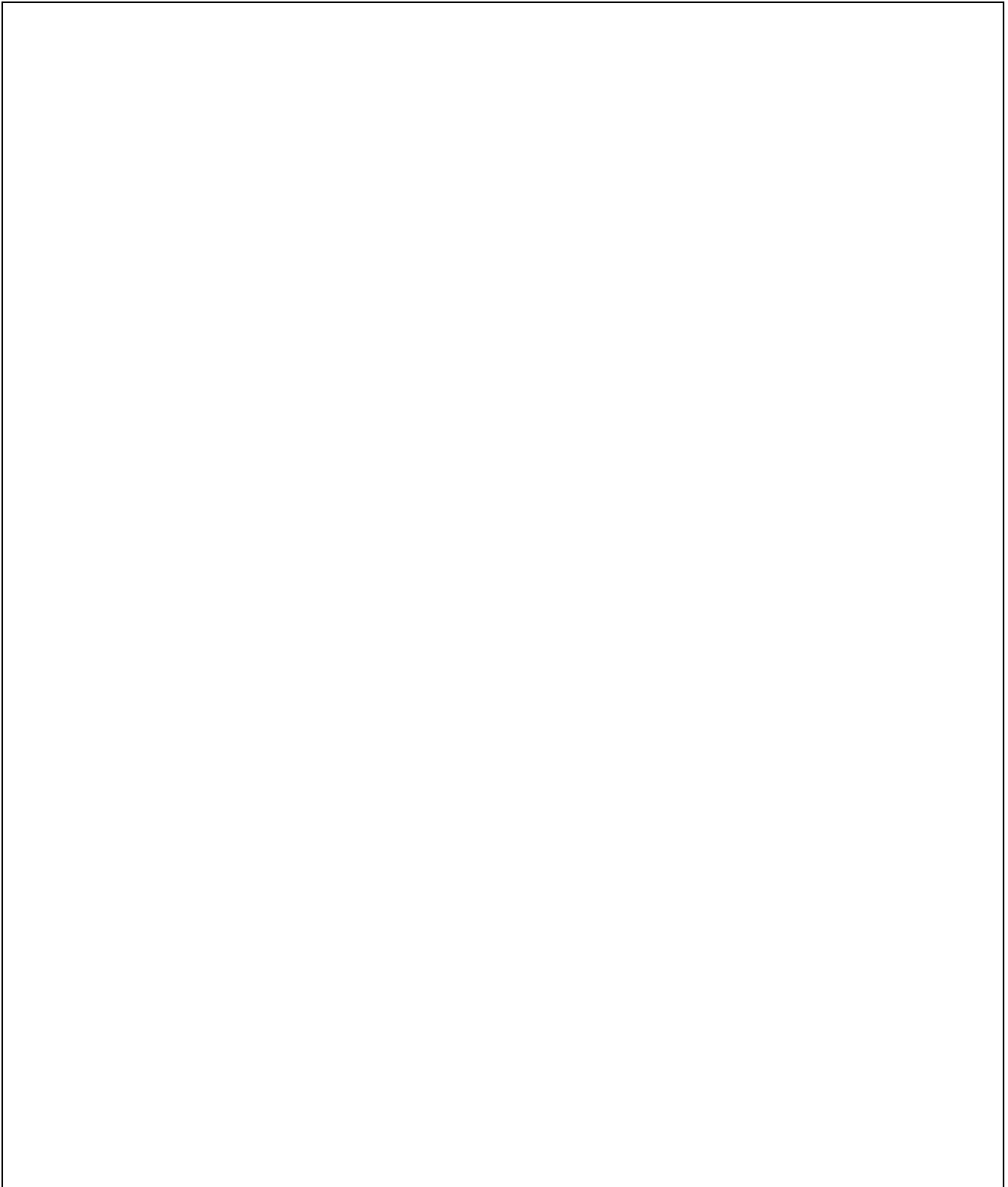


Porterville High School Library Media Center Logo
By Sara Herrera, Porterville High School Library Media Specialist



Logo for the Baltimore Library Project
by the Harry and Jeanette Weinberg Foundation

Your library's logo:



Social Media Use

Social Media Purpose

Create a succinct social media purpose to define what social media marketing success looks like for your library. What are the core values that you will communicate? What overarching marketing goals will your social meeting activity connect to?

Social Media Policy

Review your school's social media policy and use this space to document how it pertains to library social media usage.

Here are some questions to consider:

- How will you manage student and faculty privacy and security?
- What is the process for getting permissions to share student work?
- Who can post on which platforms?
- What is appropriate content?
- What other school-wide policies need to be incorporated in the library's social media policy?

Library Social Media Policy:

Social Media Schedule

Look through your action plan and see where social media can fit into it. Then, create a regular schedule for social media posts, record the effectiveness of each one as you continue to improve your effectiveness.

Platform	Date	Topic	Text	Image	Responses
<i>Twitter</i>	<i>9/17</i>	<i>Tech resources</i>	<i>Our monthly #toppick for September: SEEK by @inaturalist. "Pokémon Go meets biodiversity discovery..."</i>	<i>Book cover</i>	<i>10 retweets</i>
Platform	Date	Topic	Text	Image	Responses

Social Media Analytics

Here are some tools that can be helpful to analyze your social media usage and response rate.

Tool	Link	Description	Cost
Twitter Analytics	https://analytics.twitter.com/about	Analyzes your Twitter activity, including tweets, tweet impressions, profile visits, mentions, and followers.	Free
Google Analytics	https://analytics.google.com/analytics/cs/	Measures website traffic, including click-throughs from social media posts.	Free
Pinterest Analytics	https://analytics.pinterest.com/	The Pinterest Analytics dashboard shows information about impressions, followers, and audience stats and lets you see which posts and boards have received the most attention.	Free