The Somerville Public Library is dedicated to providing services, materials, and space that meet the educational, cultural, recreational, and informational needs of all people in the community.

Marketing Communication Plan

Introduction - The Somerville Public Library would like to increase awareness of and attendance at library programs and events.
  ● Strengths: The library offers a variety of programs for all ages.
  ● Weaknesses: Sometimes attendance is not what we hope.
  ● Opportunities: Somerville is a vibrant, diverse community with much potential for collaboration with other organizations to promote library programs.
  ● Threats: There is no shortage of events throughout the city; library programs are competing against other events.

Communication Goal - Our goal is to engage staff, Friends of the Library, Trustees, and other City departments in word of mouth marketing to promote awareness of and attendance at library programs and events.

Objectives -
  1) We will identify library programs and events that our patrons want us to offer.
  2) We will identify and use appropriate communication channels, including translation services and social media, to promote programs, with the goal of increasing attendance by 20%.
  3) Staff will check the library events calendar regularly and share information about one program each week with patrons.
  4) Library staff will communicate with Friends, Trustees, and other city employees to share information about library programs.

Positioning Statement - The Somerville Public Library is a responsive, engaged resource, and strives to provide programs that support and enrich our community.

Key Message - “There is something happening at the Somerville Public Library for me!”

Key Audiences -
  1) Our internal audience is the entire library staff, the Friends, the Trustees, and other city departments.
  2) Our external audience includes Somerville residents, including the non-English speakers; local schools; elected officials; and community groups.

Communication Strategies -
  1) We will survey patrons (including Friends of the Library) and other members of the community both online and in person to determine what types of programs and events they want the Library to offer and the best way to communicate them.
  2) Staff will speak to patrons at checkout and other points of contact and share information
about a current library event each week.
   a) Department Heads may be responsible for selecting a weekly event to be promoted.
   b) We will support staff in this objective by providing “cheat sheets” or other assistance, and providing incentives as appropriate.

3) We will share information via social media and posters.
   a) We may develop a comprehensive social media strategy.

4) We will share information with community organizations.

5) We will work with city departments and other municipal organizations to promote library programs. Translation services may be coordinated through the City.

**Evaluation** - We will measure success by increased awareness of and attendance at library programs and events. This will be measured by a survey and against attendance at previous, similar programs. The goal will be to increase attendance by 20% for programs promoted.