**Introduction** (briefly answer: Why this project? And why now?)
Coolsville Public Library’s e-content is changing. We’re doing some close assessment of use. The corresponding web page is being overhauled, and new promo material for state resources is available. We should capitalize on the momentum and refreshed offerings and make a concerted effort to promote e-content.

**Communication goals** (up to three “big picture” outcomes)
1. Patrons will use our e-content more
2. Staff will be more familiar with e-content and talk it up more
3. We’ll get new patrons who only want us for our e-content

**Objectives** (up to three realistic, measurable outcomes)
1. e-content use will increase 10%
2. new library card applications will increase 3%
3. all public facing staff will be trained on e-content

**Audience** (specifically identify internal and external target demographics)
1. Current e-content users
2. Patrons who don’t use e-content
3. Public facing staff
4. Local residents w/out a library card

**Positioning statement** (The guiding idea behind the campaign. What do you want people to think and feel about the library?)
I can get interesting and reliable media on my smartphone or my laptop thanks to the library. PatronThe library offers some pretty neat stuff I’m eager to share with a willing listener. Staff and other stakeholders

**Key message** (in 10 words or less, what is the most important thing for people to know? Bullet three talking points to support it)
The library puts media you actually want on your phone
- Stream classic films on Kanopy
- Download popular films & view offline with Hoopla
- Go back in time downtown with the interactive historic tour app

**Strategies & tactics** (How will you get your message out? Plan your budget, if you have one)
Get staff familiar with apps/services.
Commit time to staff training
Invite staff to curate a collection?
Take staff in groups downtown, grab coffee, and do the historic tour

Promote e-content among other content and collections
Look into custom messages in reminders from various and sundry systems (Circ, service providers)
Referral program?? What would that look like?!
Stickering/labeling/shelf talker campaign to put with physical collections – Local history, DVD ?CD, Audiobook?

Get out of the library with outreach
Farmers Market (they want storytime, coordinate so story topic aligns with featured product on promos)
Work with transit authority to promo at bus/train stops
Create temporary card to issue in the field (& easy process to make permanent)
Scope out two other local locations & do man-on-the-street interviews (children’s room craft to make flowers like the VA guys used to give out (or something similar & less plagiaristic)

Evaluation (How will you objectively assess what worked and what didn’t? Hint: refer back to your objectives)
Measure/compare year-to-year / quarter-to-quarter use of targeted e-content
Measure/compare year-to-year / quarter-to-quarter new card applications (track completion/success, too?)
Current staff members are sent to training
WOMM/e-content training module added to new hire orientation schedule

Adapted from Building a Buzz by Peggy Barber and Linda Wallace, ALA Editions, American Library Association, 2010