Publicity Audit

a) Basics:

- 1a. Has your library board engaged in a ___community-based___ **long-range planning** within the past two years?
  ☐Yes   ☐No

- 2a. Mark all the ways in which your library has **solicited community input** within the past two years:
  ☐Print Survey distributed in the library
  ☐Print Survey mailed to patrons
  ☐Print Survey mailed to the whole community
  ☐Online Survey
  ☐Suggestion box (physical)
  ☐Suggestion box (on the library's web site)
  ☐Focus Groups run at the library
  ☐ Attend meetings other groups/organizations in town
  ☐ Other (please specify):_____

- 3a. Does the library director or a library representative regularly attend: (check all that apply)Town board meetings
  ☐ Town Board meetings
  ☐ Chamber of Commerce meetings
  ☐ Rotary meetings
  ☐ School board meetings
  ☐ Parent/Teacher Association (PTA)
  ☐ Other networking meetings (please list them here):
  _____

- 4a. Do you track **patron complaints**?
  ☐Yes   ☐No

- 5a. Do you track each time staff has to say to a patron **"no, we don't do that"** or **"no, we don't have that"**?
  ☐Yes   ☐No   If yes, how? _____

- 6a. Who is attending your programs?
  ☐Same loyal patrons
  ☐Combination of current patrons and new people

- 7a. Do you regularly ask program attendees how they found out about the library program they attended?
  ☐Yes ☐No

- 8a.What is the most frequent way program attendees report learning about your programs?
  ☐word-of-mouth from staff
  ☐word-of-mouth from friend/acquaintance
  ☐flyers in the library
  ☐flyers posted around the community
  ☐calendar on library's web site
  ☐other community calendars
  ☐press releases
  ☐library newsletter
  ☐library enewsletter
  ☐radio
  ☐TV
  ☐Other (please specify):_____

- 9a.Do you use **programming to reach out to segments of your non-user population** in the community?
  ☐Yes ☐No
    o If yes, have you targeted any of the following groups:
    ☐New residents
    ☐Elected officials
    ☐Retirees
    ☐Firefighters
    ☐Homeschooling families
    ☐Commuters
    ☐Small business owners
    Other:_____

b. Print & Online Communication:

- 1b. Do you have a **standard design for publicity pieces** that uses a consistent graphic/logo, typeface and regular placement of the library's contact information?
☐Yes ☐No

- 2b. Does your library have a **professionally designed logo**?
☐Yes ☐No

- 3b. Does your library have a **basic brochure** that details the services you have to offer and how to access them?
☐Yes ☐No

- 4b. Does your library produce a **written annual report to the community**?
☐Yes ☐No

  - o 4b.1. If yes, is it:
    ☐ available in the library
    ☐ available on the library's web site
    ☐ mailed to all library patrons
    ☐ mailed to all VIPs (mayor, police chief, fire chief, school principals, newspaper editors, head of the Chamber of Commerce and Rotary, etc.)
    ☐ mailed to all residents in the library's service area

- 5b. Does your library produce a **print newsletter** two times a year or more?
☐Yes ☐No

  - o 5b.1. If yes, how is this distributed? (please check all that apply):
    ☐ It is available in the library
    ☐ It is available on the library's web site
    ☐ It is mailed to all library patrons
    ☐ It is mailed to all VIPs (mayor, police chief, fire chief, school principals, newspaper editors, head of the Chamber of Commerce and Rotary, etc.)
    ☐ It is mailed to all residents in the library's service area

- 6b. How many **press releases or proactive communications** do you send to local media outlets (newspapers, radio stations, community publications) in a year?

_____

- 7b. Does your library produce an **enewsletter**?

  ☐Yes ☐No

    a. 7b.1. If yes, is it distributed through a newsletter service? (i.e. Constant Contact, MailChimp, etc.):

      ☐Yes ☐No

    b. 7b.1. If yes, is the current issue available on your web site?

      ☐Yes ☐No

- 8b. Is your library's **web site** updated with fresh content at least once week?

  ☐Yes ☐No

- 9b. Does your library have a **Facebook** page?

  ☐Yes ☐No

    a. 9b.1. If yes, are there postings to the library's Facebook page at least once a week by staff?

      ☐Yes ☐No

    b. 9b.2. If yes, how many fans or friends does your library's Facebook page have?

      _____

- 10b. Does your library have a **Twitter** account?

  ☐Yes ☐No

    a. 10b.1. If yes, does the library post to the account at least once a week?

      ☐Yes ☐No

    b. 10b.2. If yes, how many followers does the library's Twitter account have? _____

    c. 10b.3. Do you follow other organizations and residents in your community through Twitter?

      ☐Yes ☐No

c. Facility:

- 1c. Have you ever conducted an **inventory of all the signage** in your library with the goal of reducing visual clutter?
  ☐Yes   ☐No

- 2c. Have you ever asked a **new resident** to find their way around the library and report back as to any confusion over signage?
  ☐Yes   ☐No

- 3c. Who on the staff is allowed to **post signs** in the library?
  _____

- 4c. Do you use signage **in front** of the library to advertise programming, etc.?
  ☐Yes   ☐No

- 5c. Has your **collection been weeded** within the past two years?
  ☐Yes   ☐No

- 6c. Do you **merchandise your collection** in any of the following ways:
  ☐turn book covers face out
  ☐use slatboard to market books on the ends of your shelving
  ☐create themed displays of books, DVDs and other items on a rotating basis
  ☐assign a staff person, in their job description, the job of merchandizing the collection
  Other: _____

- 7c. Do you allow **food and/or beverages** in the library?
  ☐Yes   ☐No

- 8c. Do you allow patrons to talk on their **cell phones** in the library?
  ☐Yes   ☐No

<u>d. Staff Education & Staff Roles</u>:

- 1d. Do you have **regular staff meetings** to bring everyone up-to-date and share the important things for the staff to be promoting to the patrons?
  ☐Yes   ☐No

- 2d. Does your staff receive an **orientation to the library's web site annually**?
  ☐Yes   ☐No

- 3d. Does the staff in your library receive **customer service related training** at least once a year?
  ☐Yes   ☐No

- 4d. Does your staff wear **name tags**?
  ☐Yes   ☐No

- 5d. Is a person at the library tasked with **scanning the local** newspapers, blogs and web sites for what is going on in town, topics of high interest, hot button issues?
  ☐Yes   ☐No

- 6d. Do you have an employee, other than the director, who is **tasked with keeping the library's web site up-to-date**?
  ☐Yes   ☐No

- 7d. Do you have an employee, other than the director, who is **tasked with coordinating press releases**?
  ☐Yes   ☐No

- 8d. Do you have an employee or volunteer who serves as a **greeter**?
  ☐Yes   ☐No

- 9d. Do you plan **programming at the library that is related to hot button issues** in your community?
  ☐Yes   ☐No

- 10d. Do you, as the director, or a staff person **welcome program attendees** to the library and **provide an update or "commercial" on library services and programs** before a program starts?
  ☐Yes   ☐No

e. Trustee & Friends:

- 1e. Does your library have a **designated spokesperson** to deal with media inquiries?
  ☐Yes ☐No

- 2e. Do you have a **board approved media relations or public relations policy**?
  ☐Yes ☐No

- 3e. Do you, as the director, **attend all Friends Group meetings**? Or assign a staff person to attend all meetings?
  ☐Yes ☐No ☐No Friends Group

- 4e. Do you routinely provide your trustees with **talking points** about new services or important issues facing the library (like a budget vote or building project)?
  ☐Yes ☐No

- 5e. Do you routinely provide your Friends Group Board with **talking points** about new services or important issues facing the library (like a budget vote or building project)?
  ☐Yes ☐No