

Communications Subcommittee

Summer Activities:

We met three times over the summer.

We brought in a consultant to help us devise a communications strategy and start identifying and creating some outlets.

We identified some goals for Trustees communications:

- Create a vehicle and process for communicating about the library to city hall; one of our goals is to raise awareness in the Mayor's office and with the Board of Alderman about library issues, and also just to create and maintain some lines of communication
- Raise the profile of the Trustees in the community
- Create a platform for communicating library issues to the community
- Coordinate messaging with the Friends
- I would also say that one of our goals is to increase our visibility and communication with the library staff- we want them to know us and understand that we are here to support them.

We are in the process of rolling out some social media communication tools:

- We established a trustees' email account so that community members (and, potentially, library staff) could communicate with us directly. This account is not yet linked anywhere, but we could make it active if the board agrees.
- Shannon created a template Wordpress blog. Trustees could use this, separate from the blog embedded on the library page, to maintain a separate but connected presence.
 - Thoughts for the blog:
 - Begin with a post outlining the purpose of a Board of Trustees, and a history of the SPL Board.
 - Post meeting minutes
 - A post tracing the history of SPL libraries (maybe as a lead-in to talking about new library)
 - Link to Trustees email
 - Offer pictures and bios of Trustees
 - Post pictures of Trustees at library and community events
- We established a Trustees Twitter feed- not particularly active now, but could be used to promote blog posts, etc. as we create them.
- We created a Google Calendar to manage and communicate about events

We ran an ice cream social at main branch—planning events at branches

Action steps and ideas:

1. Finalize and activate blog
2. Create Facebook page
3. Meet with Friends to coordinate communications

4. Consider “hiring” an intern to administer some of the social media, at least as we get it launched
5. Work with June and Mark to create talking points that Trustees can use to build relationships with their Aldermen.