

Illinois Public Library Standards: Marketing & Promotion

Marketing and promotion play a critical role in the success and sustainability of public libraries. It is more important than ever for public libraries to tell their stories, collect data and measure success in order to sustain interest and support within their communities. When libraries utilize a variety of digital, print and face-to-face interactions, they not only raise awareness of their services, programs and collections but also retain and increase library users. Libraries that invest in marketing and promotion practices will successfully showcase value, impact, and return on investment to their communities.

STANDARD	CORE	INTERMEDIATE	ADVANCED
1	The library uses a variety of print, digital and interpersonal methods to actively promote its collections, programs, and services to the community.	The library has a marketing guide that outlines where and how the library will market its services, programs and collections.	The library adopts a formal marketing plan.
2	The board, director and staff are familiar with public relations and marketing initiatives developed by the regional library systems, the Illinois State Library, the Illinois Library Association, and the American Library Association (e.g., iREAD, Banned Books Week, National Library Week, Library Card Signup Month).	The library provides training opportunities for the director, staff, and/or board to learn effective methods to promote library services in consistent and strategic ways.	The library has one or more dedicated employees for marketing and graphic design.
3	The library allocates funds for marketing and promotion.		

4	The library adopts an easily recognizable logo that represents the library's brand.	The library uses its logo consistently across all print and digital marketing platforms.	The library adopts a brand style guide to unify the library's representation in all communications (e.g., color palette, fonts).
5	The library's print and digital marketing materials comply with all local, state and federal accessibility laws and standards.	The library strives to make its marketing materials accessible to individuals of all ages, abilities, reading levels and relevant language backgrounds.	
6	The library understands the community it serves and designs its marketing efforts to reach all residents.	The library identifies underserved populations and uses targeted marketing methods to conduct outreach to those communities.	
7	The library has board approved policies that govern its marketing and promotional method (e.g., social media, bulletin board).		
8	The library collects data, stories and photos that illustrate the value of the library.	The library uses collected data, stories, and photos to communicate the value of the library to the community.	The library develops an annual report that uses data, stories, and photos to showcase the library's value and impact.

9	The library regularly evaluates the effectiveness of its marketing efforts.	The library uses data (e.g., resource usage, program attendees, and cardholders) to measure and analyze the impact of its marketing efforts and to inform future marketing.	
---	---	---	--