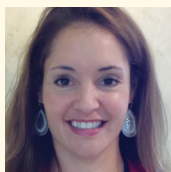




# MCDL's Community Engagement Department

# Guide

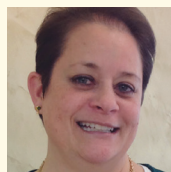
The Community Engagement Department (COM) promotes library services, collections, and events. If you have questions, please contact us via email at [me-ss.communityrelations@mcdl.info](mailto:me-ss.communityrelations@mcdl.info) or by phone at **ext. 5903**. Find COM resources on **SharePoint / Departments / Community Engagement**



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Clerk



Page

## What Does COM Do?

**General Promotions** - Highlighted and Signature Events, Library Services, and Special Events consume the bulk of COM's workload. Before every Library Live is released, COM has a complete schedule of promotions and deadlines to meet.

**Library Live Newsletter** - Issued quarterly, the Library Live Newsletter (LL) features our events, collection, news, services, volunteer, donation, and Friends of MCDL information. Print copies are available in our libraries and at more than 20 community locations. Staff and patrons can view it and subscribe to receive it via email at [mcdl.info/Newsletters](mailto:mcdl.info/Newsletters). Nearly 50,000 people are in the subscriber list.

**Community Events** - COM staff attend many community events. We share library news, events, and services.

**Request Giveaway Kits through Flowan.** These promotional toolkits are great for special events inside your library or if you staff a table a community event. The Flowan form lists the kit contents with space to note additional quantities. You may request additional items such as plastic bags, a door prize or raffle item, MCDL tablecloth, and display board.

**Media Relations** - We regularly place ads in specialty magazines and newspapers. Library information is sent to Ohio Library Council and partnering groups such as schools, arts groups, professional groups, and county leaders for inclusion in their newsletters. Library events are posted in online community calendars.

### Press releases are sent to:

- Medina Gazette
- Sun News & Cleveland.com
- Cleveland Plain Dealer
- Akron Beacon Journal & Ohio.com
- Medina Weekly News
- Joy of Med. Co. Magazine
- West Side Leader
- The Post Newspapers
- Med. Co. Lifestyle Magazine
- Mimi Vanderhaven
- Women's Journal
- Helping HANDS
- Convention & Visitors Bureau

LL events are sent to newspapers so they may reprint info as needed. If you have a highlighted event in need of last minute push, email [me-ss.communityrelations@mcdl.info](mailto:me-ss.communityrelations@mcdl.info) two weeks to 10 days before your event.

According to public surveys, the LL and posters/flyers in our libraries are the top way people learn about our events.

**Library Live Format**  
When submitting LL events, pick up a current LL to ensure your formatting matches ours. Please pay special attention to am, pm, day and month abbreviations. Thanks!

**Please note**  
We have no control over what the media prints. We try to write creatively and easily for media to copy and paste our info into their publications.

Contact us at **ext. 5903** or [me-ss.communityrelations@mcdl.info](mailto:me-ss.communityrelations@mcdl.info)

# What Does COM Create?

## Event Promotions

**All Events** are listed in the Library Live, sent to local media, and can be viewed on our website through Events. The digital signs pull library events directly from SignUp.

## Highlighted, Signature & Special Events

get more custom promotion in formats ranging from print to digital.

COM will automatically generate promotional pieces for Highlighted, Signature, and Special Events. Email supplemental information including photos, web links, bios, etc. to COM at least 8 weeks prior to event. COM will provide a proof one month prior to event.

## Service Promotions

A monthly service feature will help staff learn about our many services so you may promote them to patrons. Services are advertised much like a highlighted event.

- Always
- Sometimes

### Highlighted Events

Three are selected at the beginning of each quarter by Branch Managers and Department Supervisors.

### Photographs

For high quality prints, photos should be about 4 x 6" at 300 ppi (high resolution).

### Monthly Service

Look for suggestions on how to promote the monthly service in COM SharePoint posts.

Please place monthly service flyers and brochures in the holds area.

	All Events	Highlighted	Signature & Special
<b>Internal Print</b>			
Library Live Newsletter	•	•	•
Signs & Flyers		•	•
Lobby Banner		○	○
Floor & Wall Clings			○
<b>Internal Digital</b>			
Digital Sign: SignUp Listing	•	•	•
Digital Sign: Custom Slide		•	•
Graphic on MCDL Website		○	•
Graphic on Self Checks		○	•
<b>External</b>			
Sent to Local Media	•	•	•
Press Release		•	•
Calendar Listing on Local Websites		•	•
Newspaper Ad			•
Other Print Ads			○
Web Ads			○
Billboard			○
<b>Social Media</b>			
Social Media Post		•	•
Facebook Event		○	•
Facebook & YouTube Commercial			○
Google Ad			○

**Collection Promotions** are coordinated with Collection Resources Department. This includes determining how and when new types of materials are promoted.

**Directional & Informational Signs** include endcap signs, magnetic, and vinyl signage. Request from COM via email. Please provide item size, quantity, text, and any other important information that will help us fill your request.

## Need More of Something? Email Us!

**Customer Service** - Welcome Packets, complete with MCDL's key information and service brochures are available for all new library card holders or as needed. Customer Service is also a prime location for service promotions.

**All Departments** - Choose one morning per week to refresh and request more supplies from COM. Keep a stash of Library Live Newsletters, MCDL stickers for kids, pencils, pens, library card holders, and any little extras patrons may ask for or be pleased to receive.

# What May Staff Create?

Staff may always create bulletin boards, dry erase boards, and non-public signage. COM's SharePoint page hosts Ready to Print and Editable Templates for staff to use.

**Ready to Print** is just like it sounds: download the file, open, and print!

**Freddie Coloring Sheets** - Featuring seasonal and other themes

**Entry Forms** - Three versions: Guess How Many, Name/Phone, and Name/Phone/Age

**Button Template** - 1.25" and 2.25" sizes

**Recipe Card** - with lines for a handwritten recipe

**And more!**

► Location: SharePoint / Departments / Community Engagement / Ready to Print

**Editable Templates** have our standard branding bar with our logo and fill-in text boxes. Download the file, open, and type in your info (font and size are all preset)! *Templates are intended for text only. Do not add images to any of the templates (exception: Coloring Sheet).*

**Signs - 8.5 x 11"**

- Event - can be used as a last minute push for an event
- Instructions - make instruction sheets for a contest or for day-of-event needs
- General (Vertical or Horizontal) - use to promote a Make & Take or book display
- Ballot Box - Designed for acrylic ballot box; use for Guess How Many and other contests

**Flyers - 1/3 Sheet (Book List or Instructions, Event)**

- Event - can be used as a last minute push for an event
- Book List or Instructions - for instruction sheets, book lists, or day-of-event needs

**Coloring Sheet** - Insert a non-copyrighted image into the template and fill in event info.

**Recipe Card** - fillable so you may type the recipe ahead of an event

**Your Medina County District Library** - MCDL themed PowerPoint presentation template

**MCDL Letterhead** - for letters that will be sent via email. *Do not print from this file: Request letterhead from the Business/Purchasing Coordinator for printed letters.*

► Location: SharePoint / Departments / Community Engagement / Editable Templates

Be sure to download the file so the file on SharePoint is always blank and ready for the next person.

# Photo/Video

**Library members may take photos** in the libraries at any time. Libraries are public buildings where the public may take photos, within reason.

**If local media arrive,** please alert library managers or supervisors so they may answer any questions reporters might have.

At the beginning of any event where photos will be taken, staff should make a verbal announcement alerting patrons to notify library staff if they prefer not to be photographed. MCDL does not use photo release forms for every day events. Photo release forms are only needed for official marketing photo shoots arranged by COM. These photos will be used for long-term promotional pieces and will be part of the COM photo library.

## **Consult COM with questions any time**

After hours or on weekends, call Tina Sabol at 330-635-7991.

## **Tips for Great Pictures:**

- Get close ups, include expression.
- Avoid large group shots. It's difficult to get both the presenter and audience in the same shot. Get one good picture of each and you've succeeded.
- Be flexible, literally. If a toddler is petting a puppy on the floor, get on the floor with them (if physically able) and capture the interaction.
- To be used in promotions:
  1. Load your best photos to COM's Shared Photos folder on SharePoint.
  2. Email COM at [me-ss.communityrelations@mcdl.info](mailto:me-ss.communityrelations@mcdl.info) with the pictured party's name, age (if a child), and where they reside. When taking photos of minors, ask the guardian for verbal permission and tell them they may appear in social or print media.

▶ **Location: SharePoint / Departments / Community Engagement / Shared Photos**

# Items of Note

**Not enough room in the Library Live for your full event description?**  
Feel free to add a little extra info about your event in SignUp.

## **SignUp**

Please enter event information in SignUp by the date the Library Live proof is due each quarter. It helps COM in creating web links and providing more information about your event. Spelling or grammatical error on the digital signs? Correct it in SignUp. The digital signs pull events directly from SignUp, so if there's a mistake, it will show up on the digital signs.

## **Avoid Copyright Infringement**

Original works and photos cannot be used in printed materials unless the owner grants a fair use request. Since that is unlikely, only use materials from websites that are available for public use.



## **Social Media**

The Social Media Team has guidelines for use by staff and every library has staff with posting privileges. COM has event promos and services covered (see the chart on page 2). Branches are encouraged to be the "flavor" on our social media platforms. Share video clips and photos from children's events, an amazing book display, or a special occasion (ex. when butterflies are released). Look for the share-worthy moments that resonate with our followers. These always get the most interactions.

▶ **Location: SharePoint / Teams Committees Projects / Online Team / Online Team Public Documents / Facebook Guidelines pdf**